

A large, ornate decorative flourish in the top left corner, featuring a large 'S' shape with intricate scrollwork and a smaller flourish at the bottom.

ONE PROFIT

FACTORY TO USER

Reed Furniture Company,
Indianapolis, Ind.

THE HENRY FRANCIS du PONT
WINTERTHUR MUSEUM
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Catalogue C

Any of the following
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- D—Office and Typewriter Desks.
- E—Turkish Rockers and Couches.
- F—Folding Beds.
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SPECIAL CARE GIVEN
TO EXPORT ORDERS.



WE Guarantee

Every Article

We Sell.....

To be exactly as represented; of best material, workmanship and finish, and very much lower in price than like quality can be bought elsewhere; and after you receive it in your home, if in your judgment it is not thoroughly satisfactory in every way, it is returnable at our expense and your money will be refunded.

You can therefore readily understand that every article must come fully up to the high standard we claim for it, for as it is left solely to your judgment, we could not afford to take the risk of sending inferior goods.

Reed Furniture Company

“One Profit—Factory to User.”

WE PAY THE FREIGHT
East of Mississippi River and to adjacent
Western Ports and allow one-third of
the freight to Pacific Coast.



INDIANAPOLIS, IND.



Music Cabinet No. 619.

It will surely be hard to find the equal of this Cabinet at even one-half more. Imitation Mahogany, polished finish, on Birch wood; 39 inches high, 19 inches wide, 15 inches deep **\$5.75**



Music Cabinet No. 620.

A very pretty design at a low price. Imitation Mahogany finish on Birch; 45 inches high, 19 inches wide, 14 inches deep, polished finish, 6x10 inch French Beveled Mirror **\$7.25**



Music Cabinet No. 621.

A very pretty and thoroughly well-made Cabinet. Imitation Mahogany, polished finish on Birch wood; 38 inches high, 19 inches wide, 14 inches deep. **\$6.25**



Music Cabinet No. 622.

A rich Mahogany finish on selected Birch; neat carving, roomy inside arrangement. 45 inches high, 19 inches wide, 14 inches deep. . . . \$6.50



Music Cabinet No. 623.

A unique design that has had a remarkable sale. Made polished Mahogany finish on Birch wood. 44 inches high, 19 inches wide, 14 inches deep.

. \$7.50



Music Cabinet No. 624.

A very popular Cabinet, as it combines a neat, handsome design with a low price. Imitation Mahogany polished finish with real Mahogany veneered front. 45 inches high, 14 inches deep, 18 inches wide. \$8.25



Music Cabinet No. 625.

Made of fine Birch, with real Mahogany veneered front, all polished Mahogany finish; curved drawer front, roomy inside arrangement, neat carvings and mouldings. 42 inches high, 20 inches wide, 15 inches deep **\$9.25**



Music Cabinet No. 626.

Made of fine Birch, polished Mahogany finish, with genuine Mahogany veneered front; handsomely carved mouldings; shaped drawer front; 6 x 18 in. French Beveled Mirror. 50 inches high, 20 inches wide, 15 inches deep **\$10.50**



Music Cabinet No. 627.

A very highly finished and dainty Cabinet. Note the richly carved French legs and base, and claw feet. Polished Mahogany finish with genuine Mahogany veneered front. 43 inches high, 20 inches wide, 14 inches deep **\$10.85**



Music Cabinet No. 628.

An elaborately carved Cabinet that will match a finely carved piano. Polished Mahogany finish on Birch wood, with genuine Mahogany veneered front; 42 inches high, 20 inches wide, 14 inches deep.

..... \$10.00



Music Cabinet No. 629.

A very popular Cabinet, with 8x16 French Beveled Mirror, serpentine drawer front, French legs and carved feet. polished Mahogany finish, with real Mahogany veneered front; 52 inches high, 20 inches wide, 14 inches deep

..... \$13.50



Music Cabinet No. 630.

A handsome and well arranged Cabinet, in polished Mahogany finish on Birch wood, with genuine Mahogany veneered front; drawer has serpentine front; 43 inches high, 18 inches wide, 15 inches deep

..... \$11.50



Music Cabinet No. 632.

A Cabinet that is fine enough to occupy an honored place in the most elegantly furnished home. Made of real Mahogany, with genuine inlaid lines; convex shaped top and top drawer, solid trimmings, as fine as it is possible to make throughout; 43 inches high, 22 inches wide, 16 inches deep **\$24.00**



Music Cabinet No. 631.

Pleasing design, dainty carvings, handsome inlaid work, moulded drawer front and sides, claw feet and 5x16 inch French Bevel Mirror, all combine to make this one of the most desirable Cabinets ever made. At retail it would cost \$30. Genuine Mahogany wood, highly polished; 56 inches high, 21 inches wide, 14 inches deep **\$20.00**



Cabinet No. 633.

An exquisite piece of art furniture that can be used for a music cabinet or a dainty chiffonier. Made of genuine Mahogany, with serpentine drawer fronts, French legs, refined carving, two ornament shelves, and 15x8 French Beveled Mirror; 63 inches high, 21 inches wide, 16 inches deep **\$29.50**



Mahogany Desk No. 634.

Made of richly figured genuine Mahogany, finest hand polished finish. A design that is greatly admired by the furniture cultured. The curved drawer front and ends, exquisite carvings and mouldings and tapered legs are all in perfect harmony. 44 inches high, 26 inches wide, 16 inches deep. Writing-fall 26 x 13 inches \$19.50



Solid Mahogany Desk No. 635.

An exquisite design in both style and utility. Made of genuine Mahogany, piano polished, great care being taken to bring out the richest grain effects. Genuine inlaid marquetry on front, with inlaid lines in the serpentine drawer fronts and corners. Swell ends and French legs. 40 inches high, 28 inches wide, 16 inches deep. Writing-bed 13 x 26 inches . . . \$28.50

No. 636. The same desk in finest quarter-sawed Oak, antique polished finish \$25.50



No. 637 Desk.

In point of general usefulness, and richness of design, this desk does not have an equal elsewhere at such a low price as we ask. Made of finest selected Birch, Mahogany polished finish; cast brass trimmings, extension base, French legs, roomy inside construction, finished throughout. 45 inches high, 30 inches wide, 17 inches deep. Writing-fall, 14 x 30 inches . . \$15.50

No. 638. The same desk in quartered oak, antique polished finish \$15.50



Mahogany Desk No. 639.

Made of richly figured, mellow grained Mahogany, finished throughout by hand. Note the carved top moulding. Genuine inlaid marquetry front; swelled and carved moulding under drawer and ends, and the graceful French legs; also the large size, 41 inches high, 28 inches wide, 17 inches deep. Fall, 13 x 26 inches \$10.50



No. 608. An exceptionally fine Desk at a low price. Quarter-sawed Oak, antique polished finish; very fine carvings; French legs, serpentine drawer front. 45 inches high, 32 inches wide, 15 inches deep. \$10.50

No. 609. The same Desk, in polished Mahogany finish, on fine Birch wood \$10.50



No. 606. An elegant, well proportioned Desk. Made of quarter-sawed Oak, antique polished finish; 28 x 8 inch French Beveled Mirror, refined carvings, swell drawer fronts, French legs, 16 pigeon holes, 2 inside drawers, large writing bed. 57 inches high, 32 inches wide \$18.00

No. 607. The same in Birch, polished Mahogany finish \$18.00



Mahogany Desk No. 610.

An elegant desk in real Mahogany. It has swell ends and drawer-front, French legs, refined carvings, finished throughout. 40 inches high, 28 inches wide, 16 inches deep. Writing-fall 13 x 26 inches. . . \$18.50

No. 611. The same Desk in antique polished quartered Oak. \$16.50



Desk No. 642.

This is without doubt the best made and richest appearing desk ever offered at such a low price. Polished imitation Mahogany finish on fine Birch wood. 42 inches high, 24 inches wide, 15 inches deep. Writing bed 15 x 24 inches. \$8.25

No. 643. The same desk in quartered Oak, antique polished finish \$8.25



Desk No. 644.

Made in fine quarter-sawed Oak, antique polished finish, neat mouldings, cast trimmings and roomy pigeon holes. 47 inches high, 26 inches wide, 18 inches deep. Writing-fall 14 x 24 inches \$9.50

No. 645. The same in Golden Oak \$9.50

No. 646. The same in Flemish Oak. \$9.50

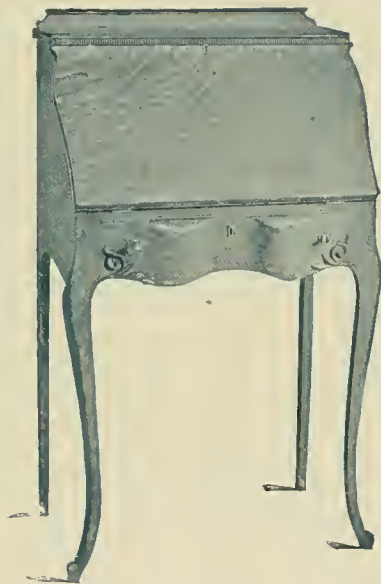


Desk No. 647.

A very unique and popular design in solid quartered Oak, antique polished finish. 42 inches high, 30 inches wide, 17 inches deep. Writing-fall 30 x 13 inches. \$13.00

No. 648. The same in Golden Oak. \$13.00

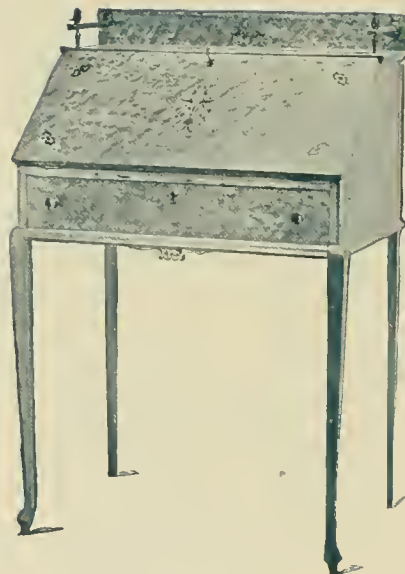
No. 649. The same in Flemish Oak. \$13.00



Desk No. 650.

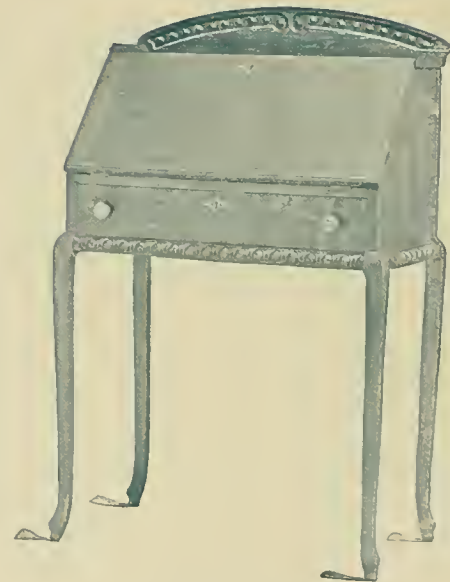
The graceful proportions, superb finish and pretty design of this desk at such a low price, will surely make it a popular seller. In imitation Mahogany, polished finish. 42 inches high, 24 inches wide, 15 inches deep. Writing bed 14 x 24 inches . . . \$9.25

No. 651. The same Desk in quarter-sawed Oak, antique polished finish . . . \$9.25



Desk No. 652.

A very dainty desk in imitation Mahogany, polished finish. A design that carries a refined air with it, yet at a remarkably low price. 41 inches high, 26 inches wide, 17 inches deep. Fall 12 x 26 inches . . . \$7.85



Desk No. 653.

This is proving one of the most popular Desks, made in highly polished imitation Mahogany. Writing bed 12 x 26 inches. 43 inches high, 27 inches wide, 16 inches deep . . . \$6.65

No. 651. The same desk in polished antique quarter-sawed Oak . . . \$6.65

No. 655. The same desk (with moulding around top) in Bird's-eye Maple . . . \$6.90



Desk No. 656.

For a very cheap desk this one is exceptionally well made and finished. 39 inches high, 26 inches wide, 15 inches deep. Fall, 26x13 inches. In Antique Oak **\$3.90**



Desk No. 657.

The best desk ever offered at such a low price. Imitation Mahogany finish. 40 inches high, 25 inches wide, 15 inches deep. Fall, 13x25 inches **\$5.25**

No. 658. The same desk in quartered Oak antique varnished finish **\$5.25**



Bird's-eye Maple Desk No. 659.

A very convenient desk at an exceptional price. 40 inches high, 25 inches wide, 15 inches deep. Writing bed, 12x24 inches. In Bird's-eye Maple, polished **\$6.25**

No. 660. The same in polished Mahogany finish **\$5.85**

No. 661. The same in quartered Oak, antique polished finish **\$5.85**



Parlor Cabinet No. 662.

A very pretty design, strongly built, and at a price never before known for a polished Mahogany finish. Height, 48 inches; width, 25 inches. French shaped legs, five shelves, neat turnings and carvings. . . **\$6.50**



Parlor Cabinet No. 663.

One of our most popular designs, being a very attractive cabinet with ample shelf room and drawer. French beveled mirror, 18x8 inches. Polished Mahogany finish on Birch. Height, 44 inches; width, 21 inches **\$8.25**



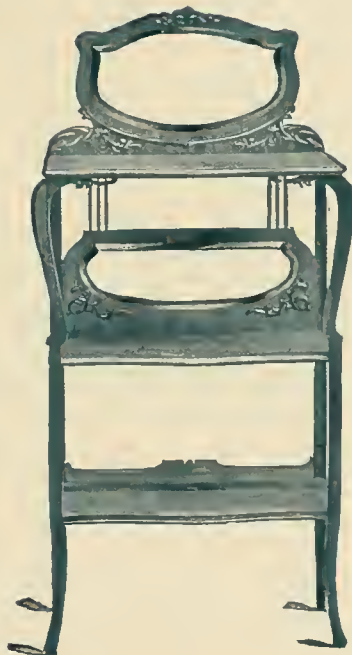
Parlor Cabinet No. 661.

A cabinet that is especially suitable to set between the windows. Highly polished Mahogany wood, five fancy shaped shelves. 50 inches high, 20 inches wide. A French design throughout **\$10.50**



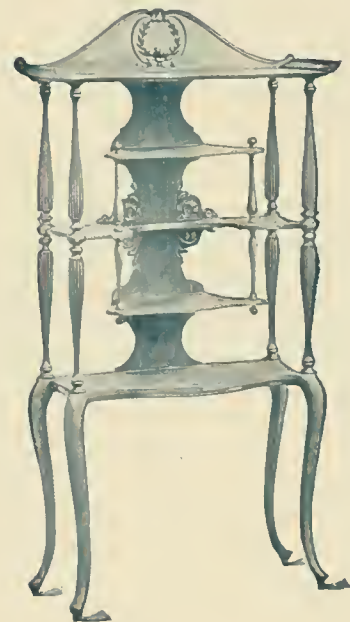
Parlor Cabinet No. 665.

A truly handsome, genuine Mahogany cabinet that is having a remarkable sale. 51 inches high, 24 inches wide. Four fancy shaped shelves, fluted legs, neat carvings. \$12.75



Parlor Cabinet No. 666.

Positively the most handsome cabinet ever sold at such a low price. 50 inches high, 24 inches wide. Top French beveled mirror, 16x9 inches; lower French beveled mirror, 18x6 inches. Mahogany polished finish on fine Birch. Light, neat carvings. \$11.50



Parlor Cabinet No. 667.

An exquisite cabinet that cannot fail to please the most critical. Genuine Mahogany, hand polished finish; fluted columns, French legs, rich carvings, fancy shaped shelves. 48 inches high, 24 inches wide. . . . \$15.00



Dressing Table No. 668.

Made in a rich Mahogany poished finish on Birch, with real Mahogany table top. 55 inches high, 34 inches wide, 19 inches deep. French beveled mirror, 20x18 inches. \$12.50

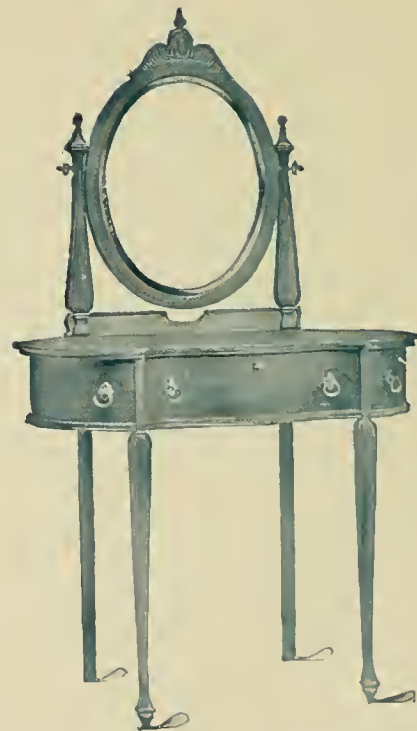
No. 669. The same in quartered Oak, antique polished finish \$12.50



Mahogany Dressing Table No. 670.

Everything about this table, in design, finish and workmanship, fits it for an elegant apartment. Height, 59 inches; width, 30 inches; depth 18 inches. French beveled mirror, 16 x 22 inches. Highly polished Mahogany wood \$14.25

No. 671. The same in Bird's-eye Maple. \$14.25



Mahogany Dressing Table No. 672.

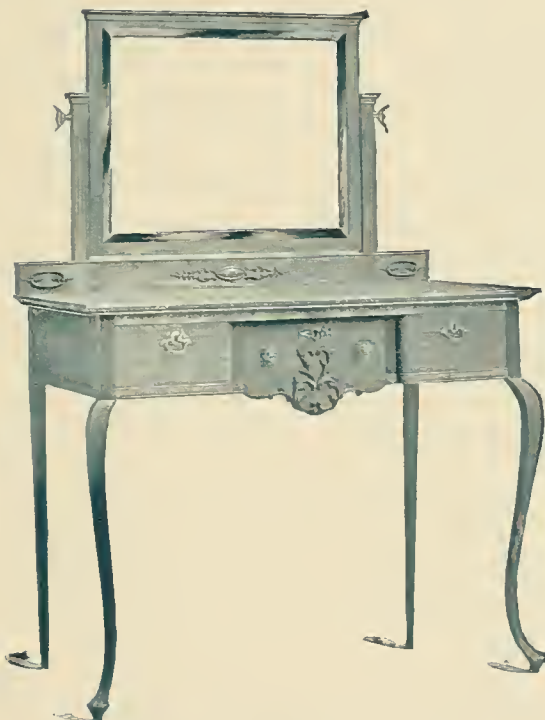
This is positively the most artistic and richest appearing dressing table ever shown in genuine Mahogany at even double our price. Curved drawer fronts on ends. Concave front on middle drawer. Cast trimmings. French heveled mirror, 20x16 inches. 59 inches high, 34 inches wide, 19 inches deep. Highly polished \$15.50



Mahogany Dressing Table No. 673.

A plain, yet very rich design that will be appreciated by those who are conservative in the style of their homefurnishings. French Beveled Mirror 22 x 20 inches. 56 inches high, shaped table top 34 inches wide by 19 inches deep. \$14.75

No. 674. The same in polished antique, quartered Oak \$14.75



Mahogany Dressing Table No. 675.

A word description cannot do justice, it must be seen to appreciate its richness. 53 inches high, 36 inches wide, 20 inches deep. French Beveled Mirror 18 x 22 inches. Genuine Mahogany, hand polished, French legs, rich carvings \$17.00

No. 676. The same in BIRD'S EYE MAPLE \$17.00



Mahogany Dressing Table No. 677.

Dainty and unique. Curved drawer fronts, shaped table top, French legs, very light carvings. 20 x 21 inch French Beveled Mirror. Choicest mellow grained Mahogany, piano polished; fine enough to grace any elegant apartment. 58 inches high, 36 inches wide, 20 inches deep \$20.50

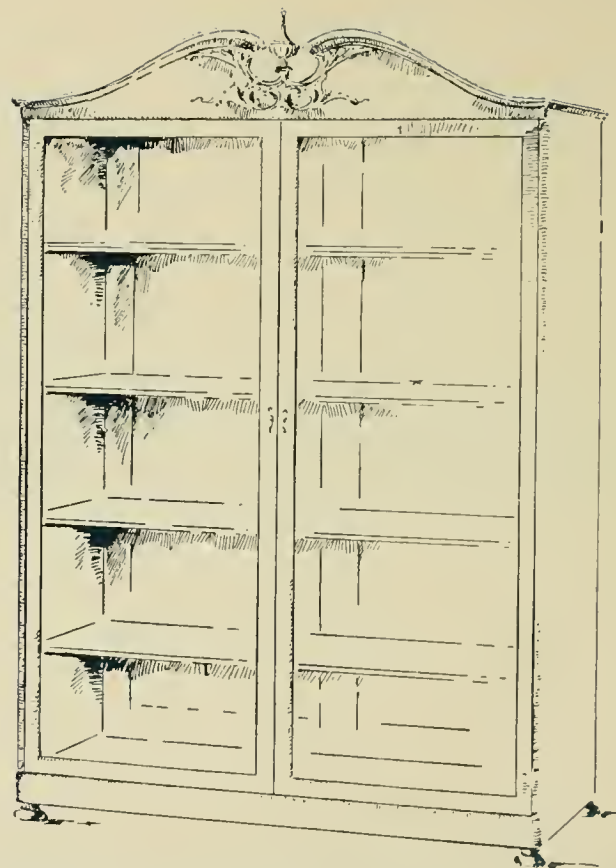


No. 358. This very artistic Book Case, in finest selected, quarter-sawed Oak, antique hand polished finish; 36 inches wide, 62 inches high. \$22.50

No. 359. The same case in Birch, polished Mahogany finish \$22.50

No. 360. In quartered Oak, hand polished antique finish; 48 inches wide, 62 inches high, in same design \$25.00

No. 361. Old Mahogany finish on fine Birch wood, 48 inches wide, 62 inches high \$25.00

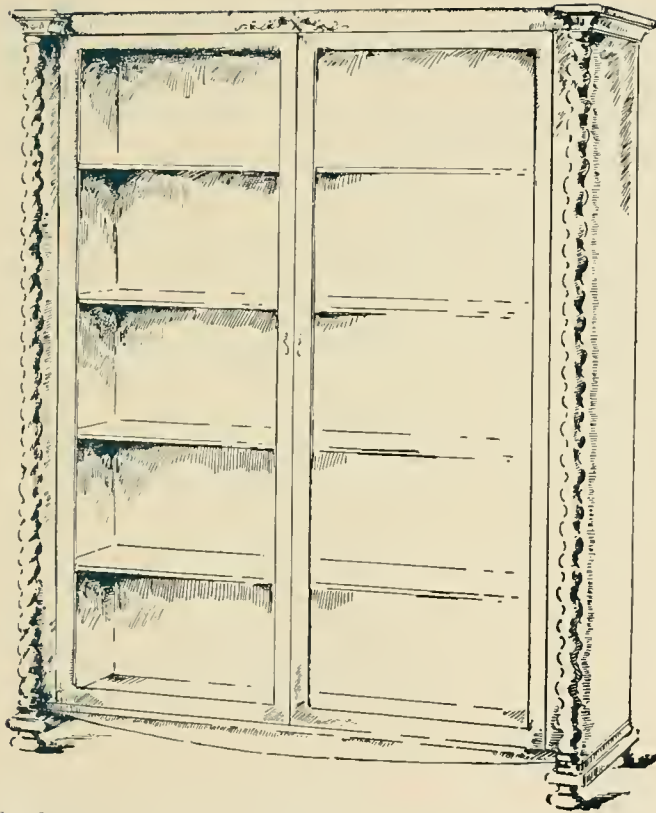


No. 366. In first selection of quarter-sawed Oak, finished a rich antique hand polished, 36 inches wide, 70 inches high \$23.50

No. 367. The same case, in Birch wood, Mahogany finish \$23.50

No. 368. The same design, 48 inches wide, 70 inches high, in genuine antique, quarter-sawed Oak \$27.00

No. 369. 48 inches wide, 70 inches high, in Old Mahogany finish on fine grained Birch wood. \$27.00



No. 362. Made in first selection of quartered Oak, in a rich antique, hand polished finish, 54 inches wide, 66 inches high \$38.00

No. 363. The same bookcase in Birch, Mahogany hand polished finish \$38.00

THREE-SECTION BOOKCASES.

No. 364. We also make this same style case with three doors and three tiers of adjustable shelves, 66 inches wide, 66 inches high \$18.50

No. 365. The same style, three-section bookcase, in fine grained Birch wood, Mahogany polished finish, 66 inches wide, 66 inches high \$18.50



No. 356. A very refined design that exhibits the rare talent of the artist, and great credit to the mechanic. It's built of finest quarter-sawed oak, piano polish antique finish, and has neatly carved top ornament and feet, with roomy magazine cabinets in base. 63 inches high, 38 inches wide \$20.00

No. 357. The same Case in fine grained Birch, Mahogany finish, hand polished \$20.00

TWENTY BOOKCASES.

We ask your special consideration of the prices and sizes of these bookcases, which are made of the highest possible quality to meet the demands for either library or office use. For very large libraries we suggest the use of three or four of these cases of different widths, as they are undoubtedly much richer in appearance and easier to move than ordinary large cases. They are made in four widths, 60 inches, 48 inches, 36 inches, and 30 inches. In two heights, 48 inches and 64 inches, and in either solid Oak or Mahogany finish.

THREE-SECTION BOOKCASES.

No. 348. This three-section case in solid quartered Oak, antique hand polished finish. Three tiers of shelves adjustable to any size books. 64 inches high, 60 inches wide \$23.50

No. 349. The same three-section case in Birch, Mahogany polish finish \$23.50

No. 350. The same three-section case, 60 inches wide, 48 inches high, in hand polished antique quartered Oak \$21.00

No. 351. In Birch wood, polished Mahogany finish, 60 inches wide, 48 inches high \$21.00

TWO-SECTION CASES.

No. 336. The same style case with two doors, in quartered Oak, antique hand polished finish, 36 inches wide, 64 inches high \$16.50

No. 337. The same case in Birch, Mahogany finish \$16.50

No. 338. The same bookcase in quartered Oak, hand polished antique finish, 48 inches wide, 64 inches high \$18.00

No. 339. In hand polished Mahogany finish on Birch wood, 48 inches wide, 64 inches high \$18.00

No. 340. The same style case, 30 inches wide, 64 inches high, with one door, solid quartered Oak, antique \$13.25

No. 341. In Birch wood, Mahogany finish, 30 inches wide, 64 inches high, with one door \$13.25

No. 342. Solid quartered Oak case, 48 inches high, 36 inches wide. \$13.75

No. 343. The same case in Birch, Mahogany finish, 48 inches high, 36 inches wide \$13.75

No. 344. A solid quartered Oak case, 48 inches wide by 48 inches high \$15.50

No. 345. The same case in Mahogany polished finish on Birch wood, 48 inches high, 48 inches wide \$15.50

SINGLE DOOR CASES.

No. 346. 30 inches wide, 48 inches high, with one door, polished antique quartered Oak \$10.50

No. 347. 30 inches wide, 48 inches high, with one door, polished Mahogany finish \$10.50



OPEN BOOKCASES.

No. 352. In the same style, but without doors. 30 inches wide, 64 inches high, quartered Oak, with adjustable shelves, brass rod and rings for curtain \$6.75

No. 353. The same open case in Mahogany finish, 30 inches wide, 64 inches high \$6.75

No. 354. 48 inches wide, 64 inches high, quartered Oak, open \$8.50

No. 355. 48 inches wide, 64 inches high, Mahogany finish, open \$8.50



Secretary-Bookcase No. 259.

A combination Case that commends itself to those who are conservative in the style and character of their home furnishings and that will not deteriorate in your future appreciation; made with our justly celebrated Reed dove-tail joinery (guaranteeing a rigid square case forever), light symmetrical carvings, best of drawer work and flawless antique finish on selected quartered Oak wood. 6 feet 2 inches high, 3 feet 6 inches wide, 13 inches deep. French Beveled Mirror 16 x 14 inches \$12.50

No. 260. The same Case in fine Birch wood, Mahogany finish \$12.50



Secretary-Bookcase No. 261.

A Case that cannot fail to please those who aspire to loftier planes of artistic and luxurious home furnishing; because of its flawless construction, self-evident usefulness and handsome design. It has five bookshelves, adjustable to books of any size; large writing-desk and pigeon holes; three deep drawers with individual locks; neat, clearly defined carvings; 10 x 18 French Beveled Mirror, brass trimmings and good casters. 6 feet 2 inches high, 3 feet 6 inches wide, 13 inches deep \$15.00

No. 262. The same Case in selected Birch wood, old Mahogany finish \$15.00



Secretary-Bookcase No. 263.

Made of selected quarter-sawed Oak with a rich antique polished finish. Clear cut carvings, 17 x 18 inch French Beveled Mirror, large writing-desk with pigeon holes, three deep drawers with gracefully swelled fronts and cast brass trimmings, and large bookcase with adjustable shelves, are all significant points that give it appearance palatial enough to grace the library of the most formally furnished home. The construction, joinery, and finish are perfect in every way. 6 feet 2 inches high, 3 feet 6 inches wide, 13 inches deep \$18.00

No. 261. Also made in fine grained Birch wood, finished a rich old Mahogany \$18.00



Bookcase No. 678.

A thoroughly practical and very elegant Case, made in fine Birch, old Mahogany polished finish. It has an abundance of neat, skillfully cut carvings, swell drawer fronts, cast trimmings, 20 x 18 inch French Beveled Mirror in swinging frame; large writing desk, adjustable book shelves; 48 x 16 inch glass in door. 6 feet 4 inches high, 45 inches wide, 15 inches deep \$27.50

No. 679. The same Case in polished antique quartered Oak \$27.50



Combination Bookcase and Desk No. 680.

The practical features, handsome design and fine quality of this Case are unsurpassed. Polished Mahogany finish on fine Birch; refined carvings, swelled drawer fronts; 18 x 14 French Beveled Mirror, 46 x 16 glass in doors. Adjustable book shelves, roomy magazine cupboard, large writing desk. 6 feet 6 inches high, 5 feet 2 inches wide, 15 inches deep \$38.00

No. 681. The same Case in quartered Oak, antique polished finish . . \$38.00



Turkish Rocker No. 274.

This truly luxurious rocker is made in finest Buffed Leather, with correctly laid tufts; deep spring seat and edge, soft pillow spring arms and back; ruffled edges, deep fringe and fine curled hair filling. A rocker that could not be made finer, nor more luxurious, even if our price was double what we ask. Seat between arms, 21 inches; height from seat to top of back, 28 inches \$52.00

No. 273. The same rocker covered with an extra grade of Corduroy or Velour, Oxford Plush or French Tapestry, any color desired \$37.50

E.D. Arm Chairs to match either No. 274 or No. 267 rockers, \$1.00 less.

H.D. Special Harrington springs on rockers, \$1.50 extra.



Turkish Rocker No. 267.

This is one of the very few rockers in which you can sit and sleep, without your head rolling off. Made in finest Buffed Leather, laid in handsome tufts on back and skillfully made serpentine edges with best hair tops. Tempered steel springs in seat, arms and back, deep fringe and good rocker springs. Seat 20 inches wide, back 28 inches high; thoroughly guaranteed to be the best rocker ever sold at our price \$42.25

No. 265. The same in extra fine Corduroy, Velour, French Tapestry, any color desired \$29.50

No. 266. The same rocker covered in Genuine Pantasote, the only thoroughly reliable substitute for leather. \$35.00



Leather Rocker No. 610.

If you like to be lost in ease and lazy comfort, you would certainly enjoy the luxury of this desirable rocker, in fact it is almost a temptation to indolence. **"Regal Diademe"** leather construction, finest Buffed Leather (olive green or maroon). Ruffled edges, leather fringe, hair filling. Height of back from seat, 28 inches; width between arms, 21 inches . . . **\$39.50**



Leather Chair No. 110.

Undoubted the best selling easy chair we have ever offered. Made in finest Buffed Leather, hair fillings; spring edge, oval front, ruffled seat. Frame is polished Mahogany finish on selected Birch wood. Handsome carvings, fluted posts and comfort shaped arms. Height of back, 26 inches; between arms, 22 inches . . . **\$21.00**



Leather Rocker No. 682.

A rocker that will prove thoroughly satisfactory even if the price may sound low. Covered with fine Machine Buffed Leather, with leather fringe. Best steel springs with hair overfillings. Ruffled front and back with buttoned top. Height of back from seat, 25 inches; width between arms, 20 inches; seat, 28 inches across front and 22 inches deep **\$28.50**

No. 683. Arm Chair, same style **\$27.50**



Leather Rocker No. 684.

A soft, easy Rocker to drop into when the day's work is done makes father or husband more amiable. A decade ago such a rocker as is shown here, was only known in the homes of the very wealthy; to-day they are within the reach of people of moderate means—our prices make them so. Made in fine buffed olive green or maroon leather, hair filling, spring seat and edge. Curved seat front, polished Mahogany finish on fine Birch wood. Height of back from seat, 26 inches; width between arms, 22 inches; depth of seat, 23 inches \$28.50

No. 685. Chair to match \$27.50



Leather Rocker No. 617. Regal Diademe Upholstery.

It has been truthfully said that "home is what we make it." The elegant furnishment of a home tells a silent story of prosperity and deepest comfort. The elegance and high quality of this rocker meet the demands of any critical purchaser. Made in full buffed leather, hair fillings. Height of back from seat, 28 inches; width between arms, 20 inches \$39.00



Leather Rocker No. 686.

One of those extra large, roomy rockers that give thorough comfort and perfect rest. Tufted front, arms, back and edges. fine buffed leather, long steel springs, hair stuffing, leather fringe. Height of back from seat, 26 inches; seat, 29 inches wide in front, 21 inches deep \$34.50

No. 687. Arm Chair to match \$33.50



Leather Rocker No. 688.

Covered with best buffed leather, with puffed front, arms and back. Tufted edges, deep folded head rest, spring back, seat and edge. Mahogany finished frame, hair filling. Height of back from seat, 25 inches; front of seat, 28 inches; depth of seat, 22 inches; between arms, 20 inches \$34.50

No. 689. Arm Chair, same style \$30.50



Rocker No. 690.

A very stately rocker that is especially suitable for very rich surroundings. Frame is a highly polished Mahogany finish, with inlaid celluloid lines; upholstered in best leather. Height from seat to top of back, 32 inches; width between arms, 23 inches **\$20.00**

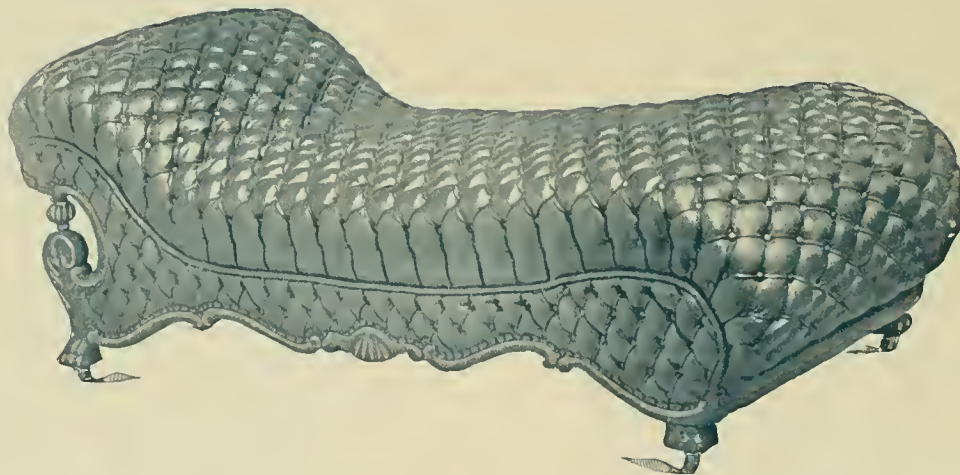


Library Chair No. 691.

Hand polished Mahoganized Birch frame, fluted posts. Inlaid celluloid lines, best leather covering; box seat 23 inches wide, diamond tufted back, single panel sides. Height of back from seat, 32 inches **\$19.50**



There is
"Something
New
Under
the Sun."



These May Sound
Like Broad
Claims, but We
Mean Just
What We Say.



"REGAL DIADEME" UPHOLSTERY.

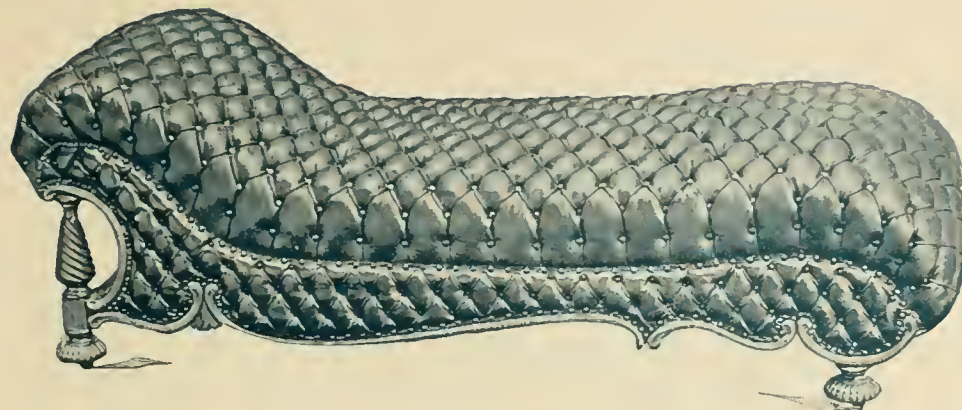
An Entirely New Method of Construction.

Our new method of Leather Upholstering is entirely different from anything heretofore attempted and eliminates all the objectionable features of the old style leather work. The springs and hair fillings are so secured that they cannot become misplaced and allow the work to fall in holes, nor will the fillings mat down and become hard and hollow; the Couch will therefore retain its shape and the leather will not wrinkle. Although there are over 700 deeply laid tufts, they are thoroughly dust-repellant and are as easy to clean as a smooth surface, and buttons will not pull out.

It is a most beautiful conception in tufted leather work, invested with an extraordinary individuality of style all its own; the perfection of neatness and almost indescribable richness, on which the eye rests with pleasure and astonishment. No quality argument could be too forceful and the most glowing description would be an inadequate portrayal of its beauty, elasticity and durability.

The above couch **No. 539** in finest Buffed Leather (dark olive green, maroon or apple green), hair fillings, Mahogany finished frame, all hand made. Size, 80 inches long, 30 inches wide, **\$65.00**

SAMPLES OF LEATHER SENT ON REQUEST.



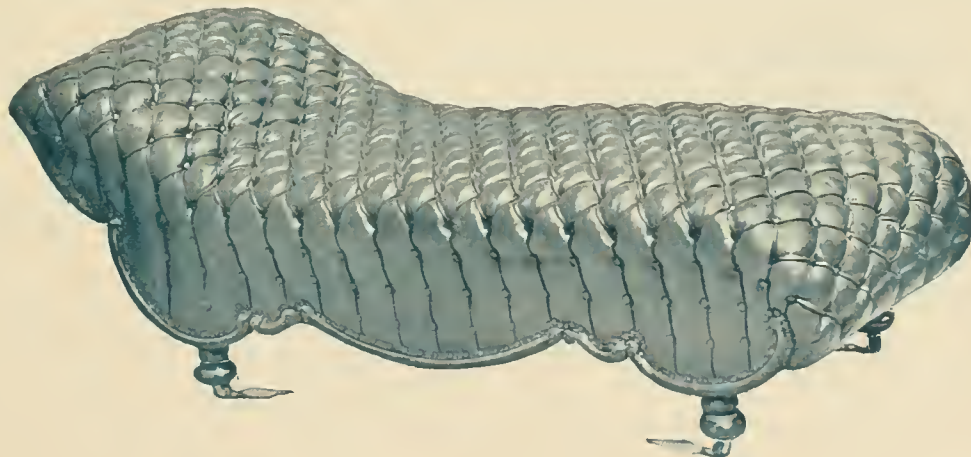
Leather Couch No. 618.

Regal Diademe construction. Best buffed olive green or maroon leather, hair fillings. Mahogany finished frame. 80 inches long, 30 inches wide \$55.00

The special advantages of **Regal Diademe Leather** construction are: The elasticity challenges comparison, buttons cannot pull out, excels all others for durability, tufts cannot open up and hold the dust, as easy to clean as a smooth surface. Will not break down or fall in holes, and leather will not wrinkle. The most handsome work ever made.

Leather Couch No. 540.

In finest buffed leather (dark olive green, maroon or apple green), Mahogany finished frame. 75 inches long, 28 inches wide \$42.00



SAMPLES OF LEATHER SENT ON REQUEST.

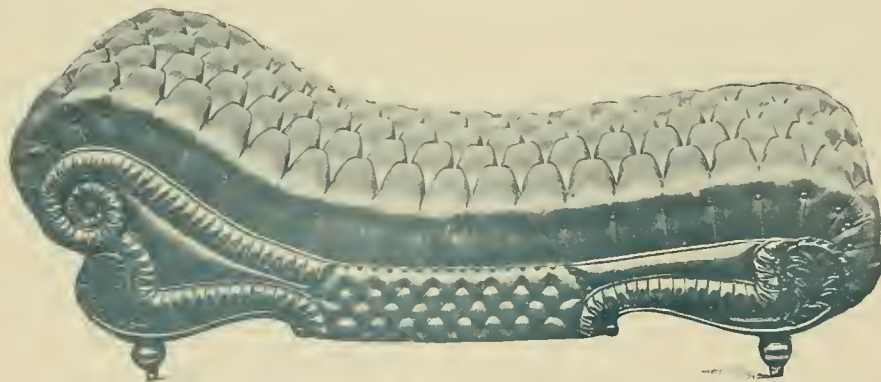
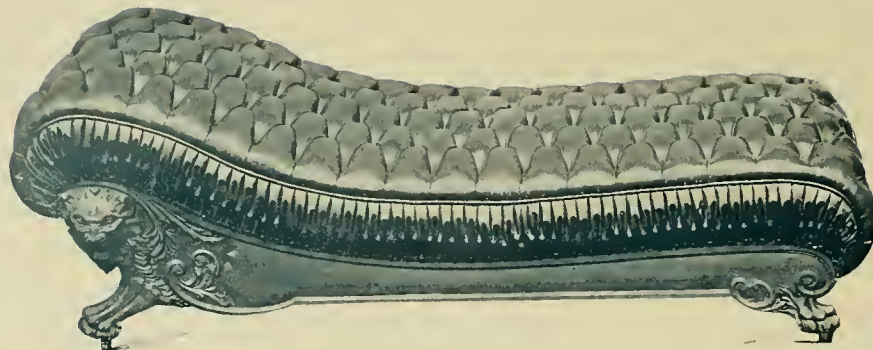
Leather Couch No. 692.

One of the richest designs we have ever shown. Upholstered in best leather, hair fillings, finest steel springs, and skilled workmanship. Elegant hand carved frame, highly polished Mahogany finish. 30 inches wide, 84 inches long \$58.00

No. 693. The same couch with Antique Oak frame . . \$58.00

No. 694. The same couch with Golden Oak frame . . \$58.00

No. 694½. The same couch in finest Columbia Corduroy, frame in Mahogany finish, Antique or Golden Oak \$43.50



Leather Couch No. 695.

A new couch that cannot fail to please in design, quality and comfort. We use only the best A1 buffed leather, long coiled steel springs, and hair fillings. Polished Mahogany finished frame, spring edge seat. 30 inches wide, 78 inches long \$49.50

No. 696. The same couch in very fine corduroy . . . \$31.00



Leather Couch No. 697.

A large, luxurious couch, in best leather, with hair fillings and spring edge; Mahogany polished finish Mouldings and legs. 30 inches wide, 84 inches (7 feet) long. Such a couch would sell for \$75.00 in any retail store \$55.00

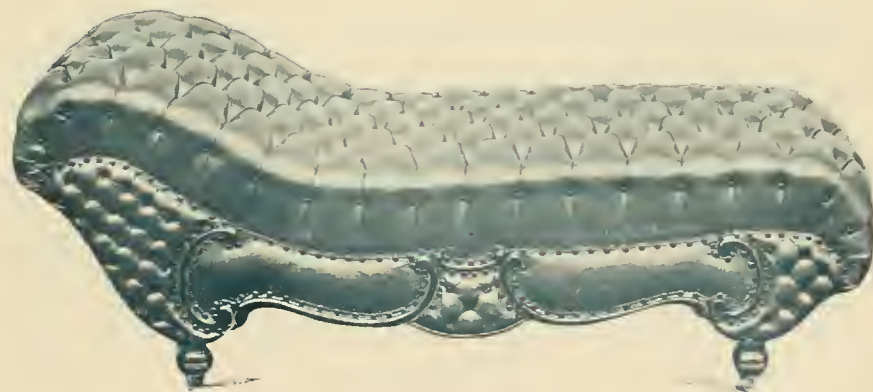
No. 698. The same couch in finest Columbia Corduroy, \$32.50

Leather Couch No. 699.

A new design with Mahogany finished legs and rococo mouldings. Biscuit tufted sides, best leather, springs and fillings; skillfully laid tufts, spring edges. 30 inches wide, 78 inches long \$48.50

No. 700. The same couch in finest Columbia Corduroy, \$29.00

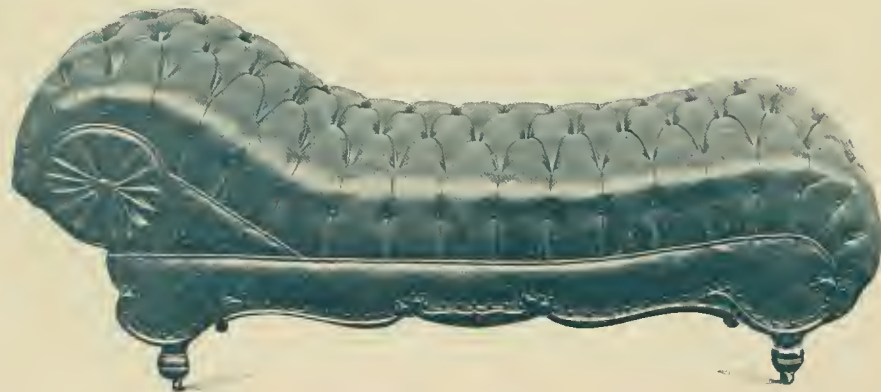
No. 701. The same couch in fine domestic Corduroy, \$23.00



Leather Couch No. 702.

A remarkably fine couch at such a low price. Fine A 1 Buffed Leather, imitation Mahogany frame. Spring edge, first-class work throughout. 29 inches wide, 81 inches long \$42.00

No. 703. The same couch with polished Antique Oak frame \$42.00



Leather Couch No. 704.

The equal of this couch will surely be hard to find, even at \$50.00. Best Buffed Leather, spring edge; imitation Mahogany frame. Deep laid tufts, thoroughly well made throughout. 28 inches wide; 76 inches long \$33.50



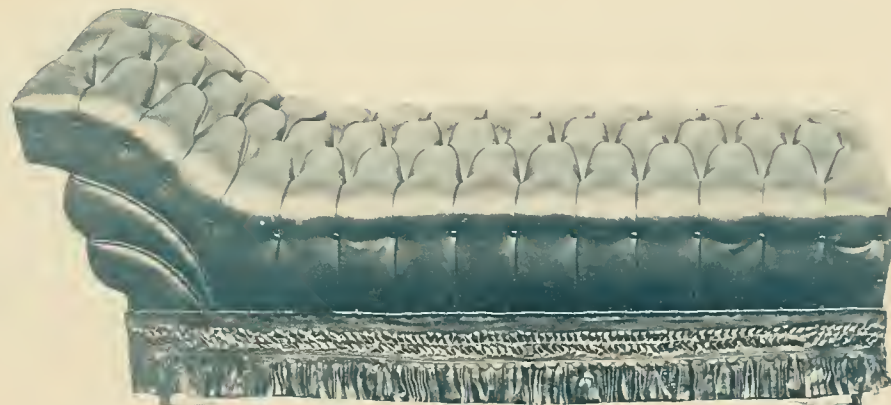
Leather Couch No. 705.

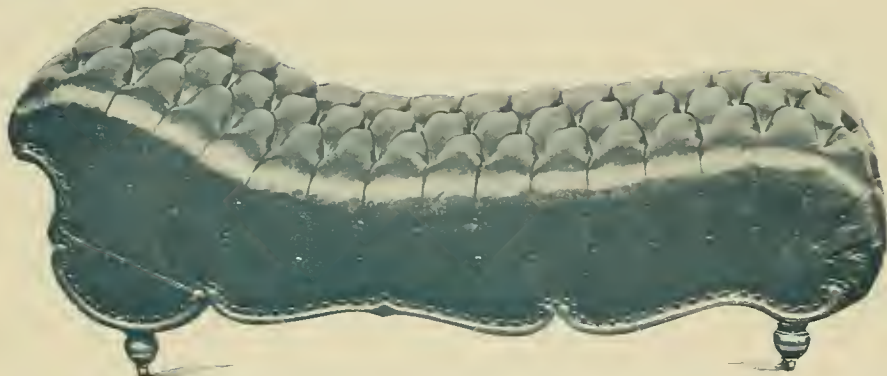
Although at a very low price this is made with as great care as the higher priced couches. Genuine leather and leather fringe, best steel springs, deep tufts and spring edge. 28 inches wide, 76 inches long \$36.00

We pay the Freight East of the Mississippi River and to Adjacent Western Points, and allow one-third of freight to Extreme West.

Leather Couch No. 706.

Because of the great volume of our business we are enabled to make even a genuine leather couch almost as low in price as the usual imitation leather couches now so plentiful on the retail market. 72 inches long, 28 inches wide. Genuine leather and leather fringe. Well made throughout \$33.00





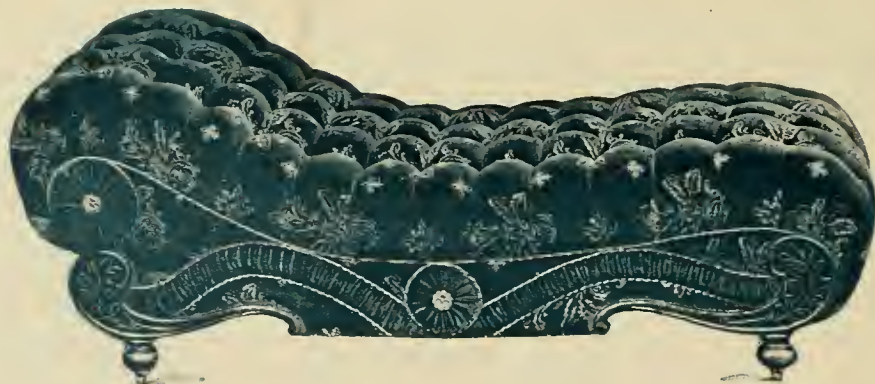
Leather Couch No. 707.

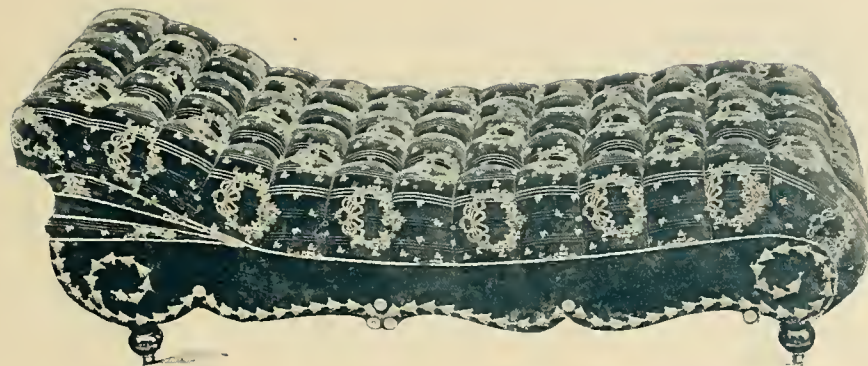
Have you ever before seen a couch equal to this one in design, in genuine leather, well made, 28 inches wide, 76 inches long, imitation Mahogany frame, with deep tufts, at even \$45.00?

Our factory price \$29.00

No. 708. The same Couch in Antique Oak frame . . \$29.00

Couch No. 709. One of our newest and handsomest designs. The graceful proportions, skillfully ruffled serpentine trimmings, and richly carved Mahoganized frame, are the equal of any couch ever sold at retail for \$35.00. Made in a fine corduroy, any color. Size, 78 inches long, 30 inches wide \$22.50





Couch No. 710.

In every detail this is a desirable couch, as it combines comfort, sightliness and durability. Hygienic spring construction, spring edge, head and foot. Pressed brass trimmings, imitation Mahogany feet. Covered with rich Cashmere Corduroy or Velour. 80 inches long, 30 inches wide \$20.50

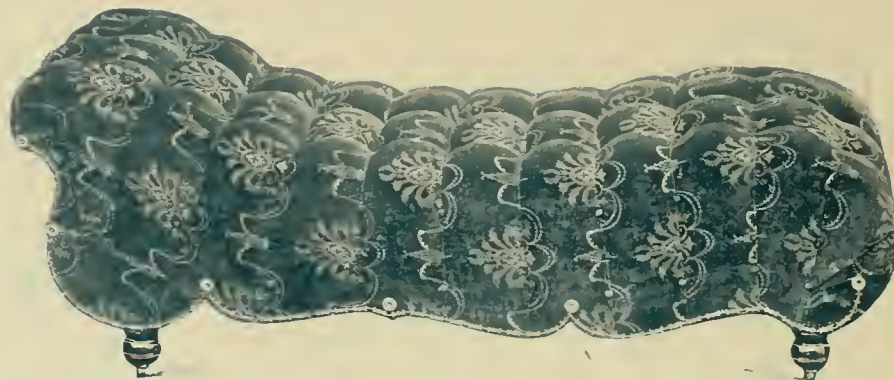
Couch No. 711.

A beautiful couch with a fine Mahogany finished frame and spring edge. The proportions and general outline, the indestructible construction and the fine Corduroy coverings are very much better than our low price indicates. Note the deep square tufts and the large size. 79 inches long, 30 inches wide . \$19.00



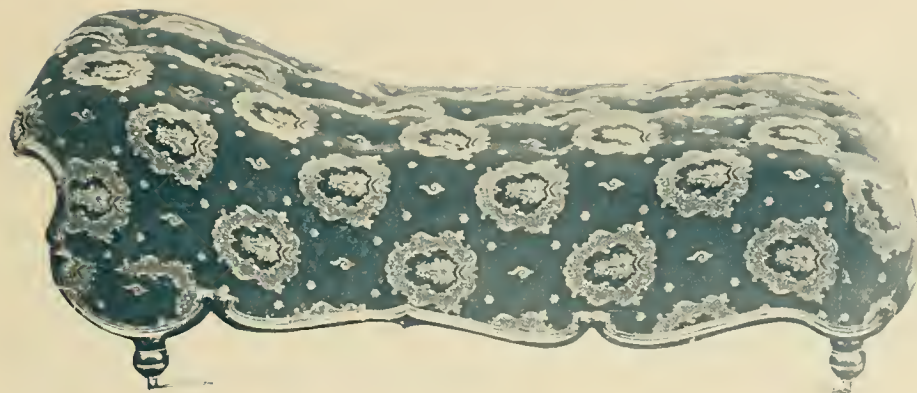
Couch No. 712.

A very stylish couch with pressed brass trimmings. Imitation Mahogany feet, hygienic construction throughout and with deep, securely buttoned tufts. Size 76 inches long, 27 inches wide. In good Corduroy or Velour **\$16.50**



Couch No. 713.

The best couch ever sold at such a low price. It is 74 inches long, 28 inches wide; has best mattress indestructible springs, deep box tufts, curtain fringe and covered with good corduroy **\$13.50**



Couch No. 711.

Although this is a very low-priced couch, yet it will give good service. Frame is in imitation Mahogany. Made with our hygienic spring construction, which insures cleanliness and durability. In good Velours or Corduroys, any color. 75 inches long 27 inches wide \$11.90

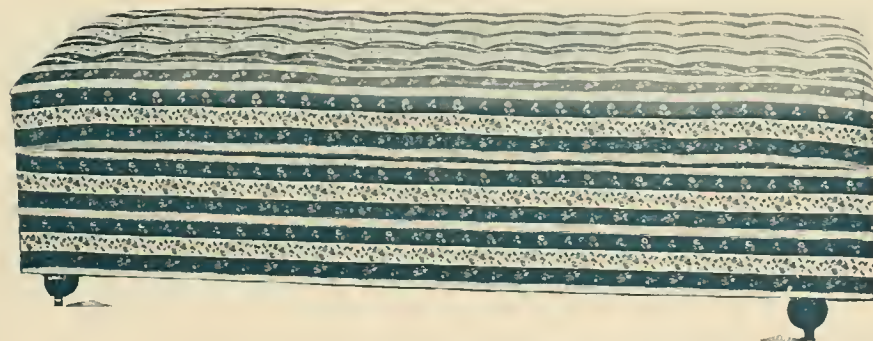
No. 715. The same Couch with Antique Oak frame, \$11.90

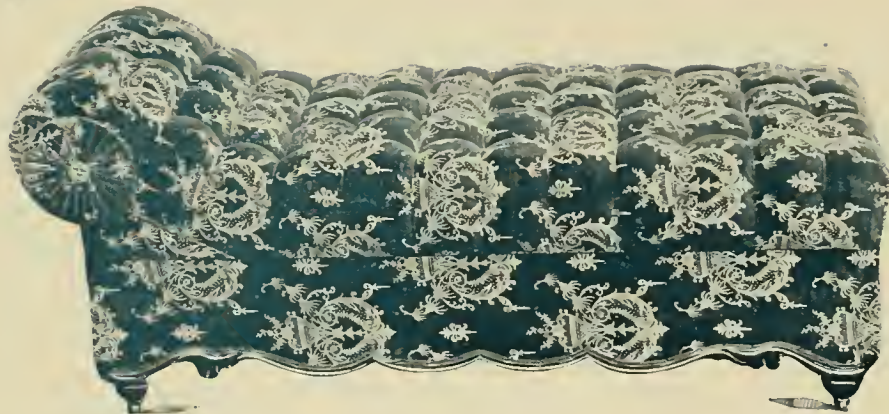
Wardrobe Couch No. 716.

An article in furniture with a dual use that everybody appreciates. Made with deep springs and spring edge. 75 inches long, 27 inches wide. Covered with Persian Tapestry \$13.00

No. 717. The same couch in Oxford Corduroy, any color, \$15.00

We pay the freight east of Mississippi River and to adjacent Western points, and allow one-third of freight to Extreme West.





Wardrobe Couch No. 718.

A very handsome and roomy box couch; 76 inches long, 30 inches wide; box, 8 inches deep. Made with deep, square tufted, spring seat and spring edge. Mahogany finished frame, handsome Corduroy covering \$21.50

We pay the freight east of Mississippi River and to adjacent Western points, and allow one-third of freight to Pacific Coast.

Wardrobe Couch No. 719.

Imitation Mahogany frame, deep square tufts, spring seat and edge; 75 inches long 30 inches wide; box, 8 inches deep. In fine Oxford Corduroy \$19.50

Coates' Self-Raising Springs, which saves inconvenience of moving couch from wall when raising, put on any wardrobe couch, extra \$2.00

Cedar Lined Boxes, extra \$2.00

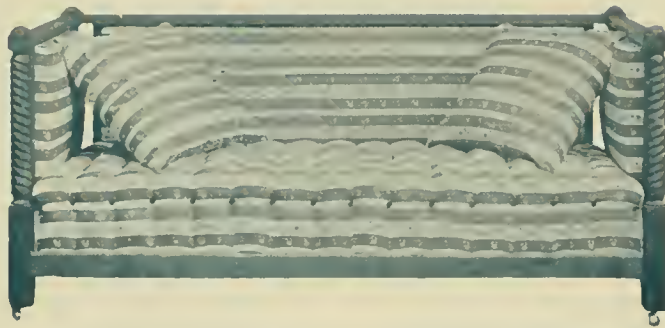




LEATHER SUIT No. 720.

In an artistic, refined style, rich carvings and pleasing proportions, this suit does not have an equal. It is undoubtedly the most suitable and pleasing suit ever offered for a small library. Genuine A1 Buffed Leather, highly polished imitation Mahogany frame, spring edges, ruffled fronts, correctly made in every way. Sofa, 4 feet wide. In purchasing from us you buy with the positive assurance that you are getting the best goods obtainable anywhere at the least possible outlay, with the privilege of returning any article, that in your judgment is not satisfactory in every way. Takes more than ordinary quality to stand such a broad guarantee. . **Three pieces, \$19.50**

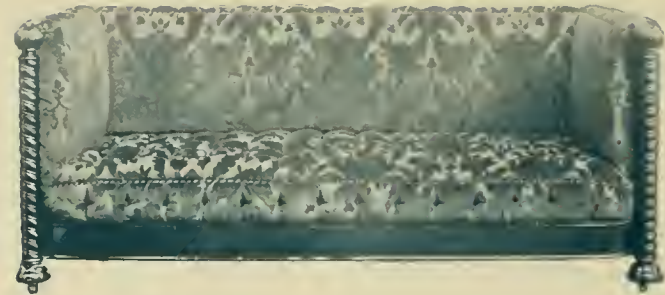
Separate pieces—Sofa, \$23.50; Arm Chair, \$11.50; Smaller Chair, \$11.50; Divan to match (3 feet wide), \$19.00; Platform Rocker to match, \$16.00



Davenport No. 758.

In a medium priced Davenport this one does not have an equal. The excellent construction and exceptional adaptability, command for it a remarkable sale, in which, no doubt, our low price shares in making it a selling success. Frame is in finest Mahoganized Birch with rope-turned posts; spring edge, tufted box seat, hair fillings, made right in every way. 6 feet 6 inches long. In handsome, good wearing Corduroy or Tapestry, **\$16.50**

Down Pillows, covered with Corduroy to match, 24 inches square, each extra **\$3.00**



Davenport No. 755.

The above illustration tells you that the style is super-excellent, with graceful proportions, handsomely twisted and carved posts, rich in general contour. The quality, we thoroughly guarantee to be the best, as only the best Mahogany, highly polished; the best curled horse-hair and the best springs are used. Box tufted seat, spring back and edge and finest possible workmanship. 6 feet 6 inches long. Upholstered in Royal Embossed Velour, as shown in illustration **\$89.00**

No. 756. The same in elegant imported Corduroy, **\$69.00**

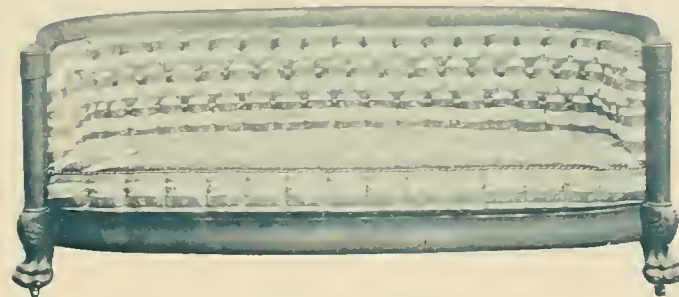
No. 757. The same in good domestic Corduroy **\$63.00**



Davenport No. 753.

A Davenport that has every desirable feature as demanded by the very best trade, as it is made fine enough in quality and of such rich design that it commands the most stately position of the most formally furnished home. Made in finest mellow grained Mahogany wood, with a perfect hand polished finish. Tufted seat, best curled horse hair fillings, spring back and seat, heavy hand carved claw feet. Length, 6 feet 6 inches. In the finest royal embossed velours **\$83.00**

No. 754. The same in imported (5-color) corduroy **\$68.00**



Davenport No. 750.

We can truthfully say that this is one of the most elegant and luxurious Davenports ever made, although others may have cost much more when bought at retail. Only the finest materials that money can buy enter into its construction. Made of genuine crotch Mahogany, obsidian polished finish. It has finest curled horse hair fillings, diamond tufted spring back and seat, curved back and seat front, heavy hand carved claw feet. 7 feet long. Made in the very finest royal embossed velours . **\$126.00**

No. 751. The same in the very best imported corduroy **\$108.00**

No. 752. The same in extra fine (3-color) corduroy **\$97.00**



TWO-PIECE SUIT No. 721.

These two handsome pieces will add a wealth of character and refinement to any room in which they are placed. Frames are made of selected Birch wood finished a rich old Mahogany. The rich, twisted posts, claw feet and well rounded top frame have an individuality and style much above the stock suits, found in all stores. Deep springs, hair fillings, spring edges, tufted backs, tufted fronts. Sofa, 4 feet 9 inches wide; height, each, 33 inches; seats, 18 inches deep. In finest imported corduroy or crushed plush \$58.00

Separate pieces - Sofa, \$35.00; Chair, \$23.00.

No. 722. In Domestic corduroy or velour—Sofa, \$31.00; Chair, \$21.00 \$52.00



PARLOR SUIT No. 386.

A suit that is unsurpassed in richness of design and meritorious construction. Frames are of fine Curly Birch; backs being made of five ply built-up stock that cannot warp or break, and finished a deep Mahogany and highly polished. Covered with a handsome damask in harmonious colors. Biscuit tufted back and spring seat, with stitched edge. Also made with spring edge at \$2.50 extra **Four Pieces, \$45.00**

Separate prices—Divan, 3 feet 4 inches wide, \$16.50; Arm Chair, \$10.00; Rocker, \$11.00; Small Chairs, \$7.50



PARLOR SUIT No. 724.

A suit that is especially suitable for a very finely furnished home, being of a charming French design, of symmetrical beauty and the highest possible construction. Made of solid Mahogany, richly carved and highly polished by hand. Backs are of three-ply stock; seats have best springs with hair over-fillings, spring edge and buttoned fronts, covered with fine imported Silk Damask. Divan 3 feet 8 inches wide **Three Pieces, \$60.00**

Separate pieces—Divan, **\$26.00**; Arm Chair, **\$20.50**; Small Chair, **\$13.50**



PARLOR SUIT No. 725.

One of those much sought for suits that combine utility and a unique, handsome design. Frames are Mahogany polished finish on selected Birch wood, with genuine Mahogany back, inlaid with celluloid. Deep spring seats, spring edges and buttoned fronts, covered with fine imported Silk Damask, assorted colors. **Three Pieces. \$45.00**

Separate pieces—Divan, **\$19.50**; Arm Chair, **\$14.50**; Small Chair, **\$11.00**.



PARLOR SUIT No. 726.

To see this suit is to admire it, as it is artistically beautiful in every particular. Of a new, graceful design with inlaid celluloid lines. Birch frame, polished Mahogany finish, handsome scroll work and carvings, claw feet, and genuine Mahogany veneered back panels. Seats covered with rich Domestic Silk Damask. Divan, 3 feet 6 inches wide **Three Pieces, \$37.50**

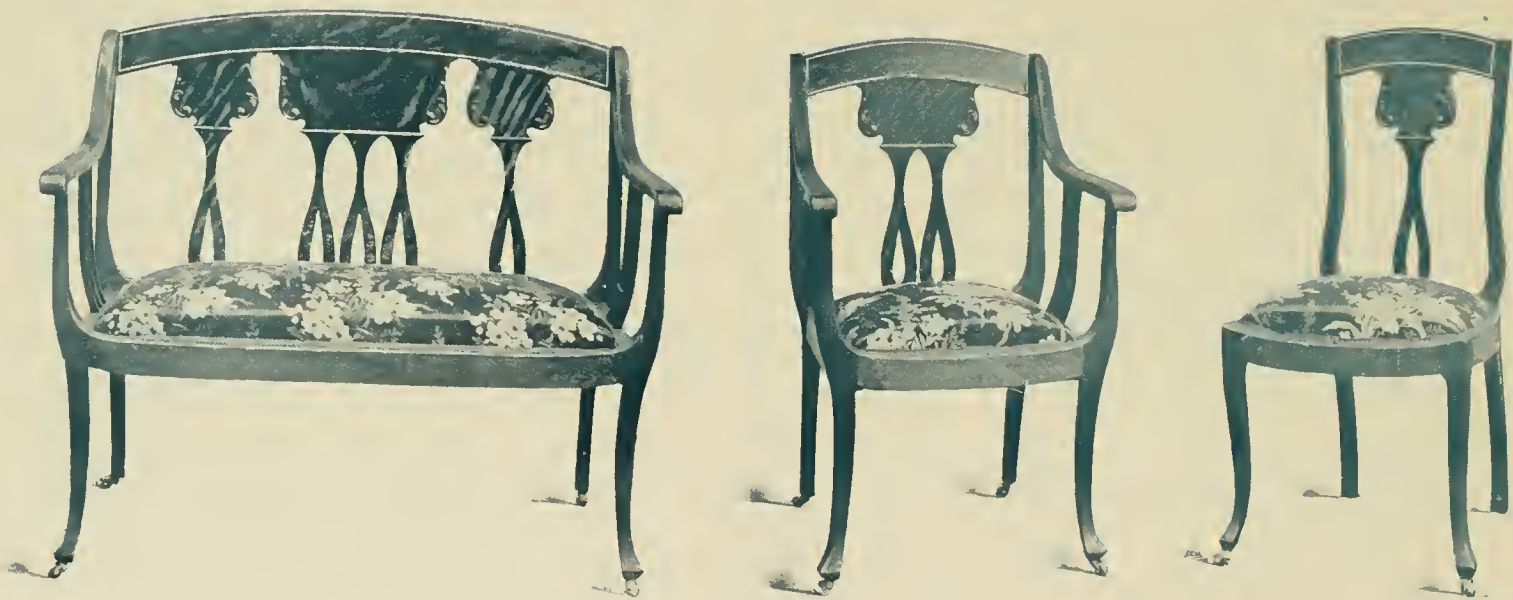
Separate pieces—Divan, **\$16.50**; Arm Chair, **\$12.00**; Small Chair, **\$9.00**.



PARLOR SUIT No. 727.

An up-to-date style in every particular, although at a wonderfully low price. It has deep, skillfully cut hand carvings, genuine Mahogany inlaid panels; inlaid celluloid lines, French legs and arms. Frames are in Birch, Mahogany polished finish. Upholstered in fine Domestic Damask. Divan, 3 feet 3 inches wide. **Three pieces, \$33.00**

Separate pieces—Divan, **\$15.50**; Arm Chair, **\$10.50**; Small Chair, **\$7.00**



PARLOR SUIT No. 728.

A beautiful conception. strongly and neatly built of fine, wavy grained Birch, finished a highly polished Mahogany, inlaid with celluloid lines; carvings are light and artistic, and the general outline has an air of attractiveness about it that is seldom seen even in the very high priced suits. Divan, 3 feet 4 inches wide, upholstered in good domestic Silk Damask. **Three pieces, \$27.00**

Separate pieces—Divan, \$13.00; Arm Chair, \$8.00; Small Chair, \$6.00



PARLOR SUIT No. 729.

A new design that gives promise of having a remarkably popular sale. It has a wealth of neat hand carvings. Genuine marquetry in backs and inlaid celluloid lines. Frame is in Birch wood, Mahogany polished finish. Seats have steel springs, stitched edges, and covered with our best Domestic Damask. Divan, 3 feet 6 inches wide **Three Pieces, \$28.50**

Separate pieces—Divan, **\$13.50** ; Arm Chair, **\$9.50** ; Small Chair, **\$5.50**.



PARLOR SUIT No. 730.

For a very low priced suit this one does not have an equal, and although at a low price it is honestly made throughout. Polished Mahogany finish on Birch wood, with genuine Mahogany veneered panels. Carvings all neat and attractive. Spring seats with stitched edges, covered with durable domestic Silk Damask. Divan, 3 feet 4 inches wide **Three Pieces, \$21.00**

Separate pieces—Divan, **\$10.00**; Arm Chair, **\$6.50**; Small Chair, **\$4.50**.



Chair No. 731.

Such a chair has never before been sold to the user for less than \$10.00. An attractive design and thoroughly well made of Birch wood, imitation Mahogany polished finish. Neat carvings, roomy stitched edge seat, silk damask or brocatelle covering **\$7.50**



Divan No. 732.

An inexpensive, yet very neat design, made in fine Birch wood, Mahogany polished finish. Carvings are neat and delicate, curved arms with French posts, sprung seat covered with handsome Domestic silk damask **\$13.50**



Chair No. 733.

Polished imitation Mahogany finish, silk damask or brocatelle seat, French legs, rope posts. Back, 27 inches high; between arms, 21 inches . . **\$8.50**



Chair No. 734.

A tasty design that is not overdone, in order to produce a striking effect. Imitation Mahogany polished finish. Imitation marquetric back, neat carvings, stitched edge silk damask seat. Back, 27 inches high; between arms, 20 inches . . . **\$9.50**



Divan No. 735.

Just such a divan as everyone admires for a pretty parlor or cozy nook. The back is made of feather-grained curly Birch, with very light hand carvings. The French legs and posts, shaped seat front, rich Mahogany polished finish, and fine silk damask or brocatelle seat, all combine to make this one of the prettiest divans we have ever shown. 2 feet, 9 inches wide **\$14.50**



Chair No. 736.

A very low priced chair, yet is very pretty and serviceable. Imitation Mahogany polished finish, neat carvings, shaped arms, roomy stitched edge seat, covered with good silk damask or brocatelle **\$8.00**



Chair No. 737.

A very attractive Fancy Chair at a moderate price. Polished Mahogany finish on Birch wood. Decalart panel in back. stitched edge seat, silk damask covering. Back 22 inches high from seat; width between arms, 17 inches \$10.00



Divan No. 738.

A very rich design for such a low price. Highly polished imitation Mahogany. Very neat carving, twist arm posts, French legs, imitation marquetric back panel; stitched edge seat covered with silk damask or brocatelle. 3 feet 3 inches wide \$16.00



Chair No. 739.

One of the most popular sellers of the season. Imitation Mahogany polished finish. Decalart back panel, neat carvings, silk damask or brocatelle upholstery, stitched edge seat. Back 27 inches high, between arms 21 inches \$11.00



Fancy Chair No. 740.

Another example of our leadership in high grade work at a very low price. Frame is in Birch with genuine Mahogany veneered back and arm panels, inlaid with celluloid lines. Rich hand carvings, claw feet, spring seat, polished Mahogany finish. 32 inches high, between arms 23 inches. In fine silk imported damask **\$14.00**



Chair No. 741.

The equal of this chair will certainly be hard to find at even one-half more than we ask. Mahogany finished frame, imitation marquetric back panel, hand carved. Back from seat, 27 inches high; width between arms, 21 inches. In fine silk imported damask **\$11.50**



Chair No. 742.

One of those odd pieces that give an air of refinement to any well furnished parlor. Polished Mahogany finish on Birch wood. Dainty hand carvings and fluted posts. 27 inches high, width between arms, 20 inches, 19 inches deep. In fine silk imported damask **\$18.00**



Chair No. 713.

The acme of refined, artistic beauty. Polished Mahogany finished frame, rich ornamental carvings and fluted posts. The tufted seat is upholstered in fine imported silk damask. Height, 30 inches; width between arms, 21 inches; depth, 16 inches \$21.00



Divan No. 744.

A divan that cannot fail to satisfy the artistic taste of the furniture cultured. Genuine Mahogany veneered back, with inlaid celluloid lines. Neat, clearly cut carvings, claw feet, spring seat, stitched edge biscuit tufted back. Width, 3 feet 6 inches; height of back from seat, 19 inches; depth of seat, 18 inches. Mahogany finished Birch frame. In imported silk damask \$21.00



Chair No. 715.

One of the most elegant chairs we have ever offered at anything like such a low price. Carvings are light and rich. Genuine Mahogany veneered back panel, inlaid with celluloid lines. Mahogany finished Birch frame. Seat covered with imported silk damask \$15.00



Morris Reclining Chair No. 759.

A thoroughly well-made Morris chair is one of the most comfortable chairs ever made, but like all other upholstered work they must be made right to prove satisfactory. This chair is made with spring seat, reversible, hair cushions (both sides covered alike), Mahogany finished frame. Height of back from seat, 30 inches; width between arms, 22 inches; depth of seat, 22 inches. Brass rod on back. In handsome velour \$14.00

No. 760. The same in Antique Oak, polished finish \$14.00

No. 761. The same in Golden Oak, polished \$14.00



Morris Reclining Chair No. 765.

We have made this chair in order to supply a popular demand for a solid upholstered chair. Made in a handsome pattern tapestry or velour, as desired. Polished imitation Mahogany frame. Spring seat, brass rod. Back, 30 inches high from seat; seat, 22x22 inches. Made right throughout \$9.00

No. 766. The same in quartered Oak, polished antique \$9.00

No. 767. The same in polished Golden Oak \$9.00



Morris Reclining Chair No. 762.

In addition to being a fine design, it is thoroughly comfortable in the true sense of the word, having spring seat and thick, hair-filled cushions. Covered with rich colored velour. Frame is a polished Mahogany finish on Birch. Back from seat, 30 inches; seat 22 x 22 inches, reversible cushions \$10.00

No. 763. The same in polished antique quartered Oak \$10.00

No. 761. The same in polished Golden Oak \$10.00



Rocker No. 746.

An unusually handsome design and a popular seller. Mahogauized frame. Mahogany back, neat, artistic carvings. French legs and arms, roomy and comfortable. Height of back from seat, 27 inches; width between arms, 19 inches \$8.90

**A single article at
a quantity price.**



Rocker No. 747.

One of the richest and most comfortable rockers ever made—a broad assertion, but a true one. Birch frame, Mahogany polished finish; inlaid celluloid lines. Stitched edge seat, biscuit tufted and ruffled back. Back 25 inches high, between arms 20 inches. In genuine leather \$16.00

No. 748. The same rocker in elegant imported damask \$18.00



Rocker No. 749.

A combination of both comfort and sightliness. Made in finest Curly Birch wood, finished a rich polished Mahogany. Carvings are very neat and artistic, back inlaid with celluloid lines. Covered with good domestic silk damask. Back 25 inches high, 19 inches between arms \$9.50

We pay the freight east of Mississippi River and to adjacent western points, and allow one-third of freight to Pacific coast.



No. 185. A Rocker that is artistically beautiful in every particular. Of a strictly French design and made of the finest selected solid Mahogany wood. For a luxurious parlor its equal would be hard to find even at double our price. Height of back 24 inches, width between arms 18 inches **\$10.50**



No. 483. To see this rocker is to admire it, as the design is in marked contrast to the usual rockers at this price. The construction of the curved back being a specially noticeable feature. Made with wood saddle seat, carved arms and neat turnings. Height of back, 27½ inches; width between arms, 20 inches. In hand polished Mahogany Birch **\$7.50**



No. 481. A rocker that is especially suitable for a fine library or sitting-room, made with a genuine leather upholstered seat. The back slat is veneered with finest Mahogany, banister has rich light carvings with the new style curved arms and supports. Height of back, 25 inches; width between arms, 18 inches. In handsome polished Mahogany finish on Birch wood **\$6.25**

No. 482. The same rocker in Antique Oak, or to order in Golden, Old English or Flemish Oak, at same price.

Our prices and designs tell you why we are so successful.



No. 480. One of those much sought for rockers, that combines both beauty and utility; the entire back is veneered with one solid piece of the finest quarter-sawed Oak, carvings being very rich. This Rocker is only made with cobbler leather seat, in fine quarter-sawed antique Oak, or to order in Golden, Old English or Flemish Oak. Height of back, 26 inches; width between arms 19 inches **\$6.50**

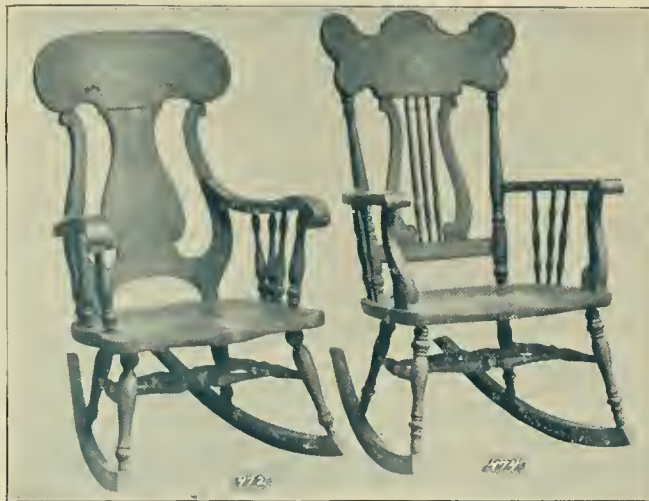
No difference what high price you pay, you cannot get higher quality than we make.



No. 488. A rocker that father and mother would surely appreciate. Upholstered in fine machine buffed olive leather, with wide, roomy seat and back and high, restful arms, a combination of stateliness and absolute comfort. In polished antique quarter-sawed Oak, or to order in Golden, Old English or Flemish Oak . . **\$8.85**



No. 489. A modernized design in a "Sleepy Hollow" rocker, seat being upholstered in fine olive leather. It has one of those gracefully shaped, restful backs that everybody appreciates. Height of back, 30½ inches. Seat between arms, 20½ inches. In quarter-sawed antique Oak, or to order in Golden, Old English or Flemish Oak **\$13.75**

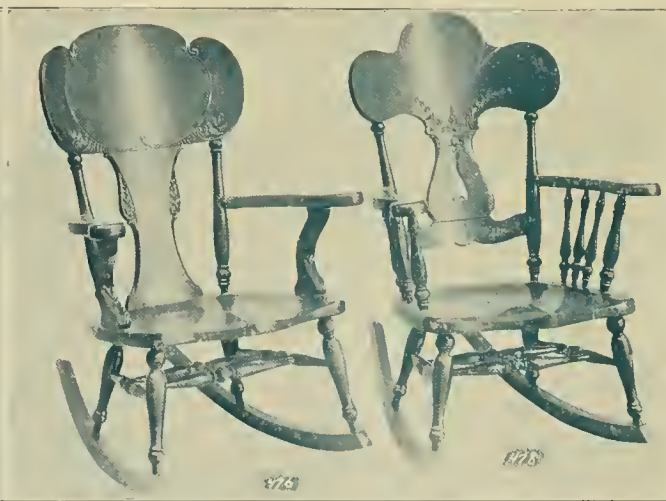


No. 472. A revival of one of those rich, old-fashioned designs that is appreciated by everyone who desires a comfortable rocker, in short you might call it "Grandmother's comfort rocker." It is made with wood saddle seat, wide curved arms, and with one of those desirable backs that is strictly comfort giving. This rocker is made fine enough to demand a privileged place in the most elegant parlor. Height of back, 26½ inches; width between arms, 18½ inches. In hand polished Mahogany finish on Birch wood. **\$5.25**

No. 473. The same rocker in the finest selected quarter-sawed Oak, finished antique; also to order in Golden, Old English or Flemish Oak, at same price.

No. 474. A new design and one that promises to become very popular, made with saddle seat, high curved arms and wide, comfortable back. Made in Birch wood, Mahogany polished finish. Height of back, 27 inches; width between arms, 18½ inches. **\$1.75**

No. 475. The same rocker in Antique Oak polished finish or to order in Golden, Old English or Flemish Oak at same price.



No. 476. A rocker that will make an admirable present or add richness to your own home, as it is of a beautiful design, highly finished, richly carved and thoroughly comfortable. Its equal has never before been sold for less than \$10.00 at retail. Made of very heavy Birch wood, finished the finest Mahogany, with genuine Mahogany veneered back and banister. Height of back, 26 inches; seat between arms 18½ inches. **\$6.65**

No. 477. The same rocker in quarter-sawed antique Oak, or to order in Golden or Old English Oak, at same price.

No. 478. A rocker that will satisfy the most critical taste of the furniture cultured, as it will surely please from an economical, artistic and comfort-giving standpoint, being one of those new and refined designs that add richness to the most elegant apartment. Made in selected Birch wood, Mahogany finish with genuine Mahogany veneered back. Height of back, 26 inches; between arms, 19 inches. **\$6.25**

No. 479. This same rocker in quarter-sawed antique Oak, or in Golden or Old English Oak to order at same price.

It may require two weeks to fill orders for Golden, Old English or Flemish Oak; Antique and Mahogany are carried in stock.



No. 166. For a low priced cobbler seat rocker this one does not have a rival, in artistic beauty and comfort; made of solid Birch, Mahogany polished finish, with genuine Mahogany veneered back and cobbler leather seat. Height of back, 26½ inches; width between arms, 19 inches **\$1.25**

No. 467. The same rocker in Antique Oak or to order in Golden or Old English Oak at same price.

No. 468. A very desirable common-sense rocker, yet of a highly artistic design; made with handsome saddle seat, high restful arms and of very heavy stock. This rocker is only made in Birch wood, old Mahogany polished finish, the back being veneered with genuine Mahogany. Height of back, 26 inches; seat between arms, 18½ inches **\$1.45**

No. 169. One of the best selling rockers we have ever produced. A new and very pleasing design, carvings are light and neat; back, 28 inches high from seat; arms, 12 inches high; wood saddle seat, 20x19 inches; made in finest selected Birch wood, Mahogany polished finish **\$1.85**

No. 470. The same Rocker in handsome Antique Oak or made to order in Golden, Old English or Flemish Oak at same price.

No. 171. A very gracefully designed rocker, with a roomy saddle seat. The wide back and pitch of the rocker-sweeps make it one of the most comfortable rockers in the entire line. Made in selected Birch wood, Mahogany polished finish, with genuine Mahogany veneered back. Back, 27 inches high; seat between arms, 18½ inches **\$4.65**

Antique Oak and Mahogany are always in stock; Golden, Old English and Flemish Oak may require two weeks.



Description
and
Prices
on
Opposite
Page.



These descriptions may be unnecessary, except to dispel the quality-doubt that might arise when one noted the low prices. Each chair here represented is of the finest construction known and made of carefully selected wood, rubbed and polished by hand, great care being taken to show the natural grain of the wood to the best possible advantage. Antique Oak and Mahogany finish carried in stock and can be shipped at once; and we usually have them in Golden, Old English, and Flemish Oak, but we have listed these "to order" only as we wish to avoid any disappointment that might be caused by the delay of ten days required to make the three latter finishes.

No. 490. A very uniquely designed hall chair with richly carved back, which is also covered with embossed illuminated leather. Height of back, 17 inches; width of seat, 14 inches. In handsome Antique Oak, or to order in Golden, Old English, or Flemish Oak **\$5.25**

No. 491. An exceptionally stately design in a quartered Oak hall chair with heavily turned legs and back posts, with illuminated leather back. Height of back, 25 inches; width of seat, 16 inches. In Antique Oak, or to order in Golden, Old English, or Flemish Oak **\$5.50**

No. 492. A very popular hall chair, both on account of price and design. Height of back, 26½ inches; width of seat, 16 inches. Made of fine quarter-sawed Oak, finished antique, or to order in Golden, Old English or Flemish Oak finish. **\$3.25**

No. 493. A very desirable fancy chair at a remarkably low price, suitable for any part of the home, and especially useful as a hall or lady's desk chair; made with genuine cobbler leather seat and mahoganized Birch wood. Height of back, 24 inches; width of seat, 15 inches **\$3.00**

No. 494. The same chair as No. 493, in Antique or Golden Oak at same price.

No. 495. A remarkably handsome arm chair that is suitable for either parlor or library. The design is of an exceptionally chaste character with very light carvings and inlaid back. It has roomy wood saddle seat and gracefully shaped arms. Height of back, 28 inches; width between arms, 19 inches. In finest Birch wood, hand polished Mahogany finish **\$6.75**

No. 496. Rocker to match in mahoganized Birch, at same price.

No. 497. A chair that is especially suitable for very refined homes, being of a charming French design, of symmetrical beauty, of the highest possible construction and finish. Made throughout of solid Mahogany with inlaid back, and inlaid lines in back posts and panel. Height of back, 24½ inches; width between arms, 18 inches **\$9.50**

No. 498. Rocker to match, solid Mahogany, dust repellant, hand polished finish, at same price.

No. 499. One of those stately designed and heavily carved chairs, that is usually found only in the most luxurious homes, the back being upholstered in fine French Tapestry. Height of back, 31 inches; seat between arms, 18 inches. In Antique quarter-sawed Oak, or to order in Golden, Old English, or Flemish Oak **\$10.25**

No. 500. A rich, massively carved chair that will add dignity to any elegantly furnished library. The carvings are deep and skillfully made; spring seat and back upholstered in fine embossed leather, trimmed with large nails. Height of back, 25 inches; width between arms, 20 inches. In Antique Oak, or to order in Golden, Old English, or Flemish Oak **\$11.75**

No. 501. A desirable chair for small halls and reception rooms. A very unique design with prettily carved back. Height of back, 28½ inches; width of seat, 16 inches **\$3.75**

We pay the freight East of Mississippi River and to adjacent Western Points.

Direct from Factory to User.

These descriptions may be unnecessary except to dispel the quality-doubt that might arise when one noted the low prices. Each chair here represented is of the finest construction known and made of carefully selected wood, rubbed and polished by hand, great care being taken to show the natural grain of the wood to the best possible advantage. Antique Oak and Mahogany finish carried in stock and can be shipped at once; and we usually have them in Golden, Old English and Flemish Oak, but we have listed these "to order" only, as we wish to avoid any disappointment that might be caused by the delay of ten days required to make the three latter finishes.

**THE ROCKERS WITH THE EASY PITCH,
COMFORTABLE BACKS AND SEATS.**

No. 446. A genuine cobbler leather seat rocker, Mahogany, gloss finish on fine Birch wood, heavily embossed back, and large, roomy seat. Back, 27 inches high; width between arms, 18 inches **\$2.85**

No. 447. The same rocker in solid Oak, finished a rich antique, or to order in Golden or Old English, at same price.

No. 448. A new feature in a cobbler seat rocker. Back is upholstered in either olive leather or handsome velours as ordered. Frame is in Birch wood, Mahogany gloss finish, genuine cobbler leather seat. Back, 27 inches high; width between arms, 18 inches **\$3.60**

No. 449. The same rocker in Antique Oak, or made to order in Golden or Old English Oak, at same price.

No. 450. A very stylish high grade cobbler leather seat rocker with semi-high back and roomy seat. Frame is in selected Birch, finished a rich Mahogany, with genuine Mahogany veneers on back. Height of back, 26 inches; width between arms, 19 inches **\$1.25**

No. 451. The same rocker in Antique Oak or made to order in Golden, Old English or Flemish Oak at same price.

No. 452. Admirers of elaborate carvings would surely appreciate this rocker as the back slat is very wide and handsomely embossed; made of Birch wood, Mahogany finish. Seat is genuine cobbler leather. Height of back, 27 inches; between arms, 18 inches **\$3.95**

No. 453. The same rocker in Antique Oak, or to order in Golden, Old English or Flemish Oak, at same price.

No. 454. A very stylish and up-to date wood seat rocker. Back is 28 inches high and artistically carved; seat is 19 inches wide between the high, restful arms. In Mahogany Birch wood **\$3.90**

No. 455. The same rocker in Antique Oak or to order in Golden or Old English Oak at same price.

No. 456. A new and very attractive feature in a wood seat rocker, as the high, neatly carved back is upholstered in handsomely figured velours, trimmed with brass gimp. Made in fine Birch, Mahogany finish. A rocker that cannot fail to please those who desire comfort and a novelty in design. Back, 28 inches high; between arms, 19 inches **\$1.25**

No. 457. The same rocker in Antique Oak, or in Golden or Old English Oak at same price.

No. 458. For a thoroughly roomy and comfortable wood seat rocker we can recommend this one, as it has high back and high arms with very neat carvings and turnings. Height of back, 27½ inches; width between arms, 20½ inches. In Mahogany Birch **\$3.65**

No. 459. The same rocker in Antique Oak, or to order in Golden or Old English Oak at same price.

No. 460. The same rocker with genuine cobbler leather seat, Mahogany Birch frames, at same price.

No. 461. The same rocker with genuine cobbler leather seat in Antique Oak, or to order in Golden or Old English Oak, at same price.

No. 462. A beautiful conception, strongly built and highly finished, with high restful arms, and neatly carved banister and slat. Made of selected Birch wood, old Mahogany finish, with large round roomy seat, 20½ inches between arms; extra heavy material throughout. Height of back, 27½ inches. **\$3.85**

No. 463. The same rocker in quartered Antique Oak, or to order in Golden or Old English Oak, at same price.

No. 464. The same rocker in Mahogany Birch with genuine cobbler leather seat at same price.

No. 465. The same rocker in quartered Antique Oak, cobbler leather seat, or to order in Golden or Old English Oak, at same price.

We pay the freight east of Mississippi River. The prices here are the exact cost of the goods in your home. No guesswork about it.



Description
and
Prices
on
Opposite
Page.



“Economy is itself a great income.”

REED ROCKER “No. 0.”

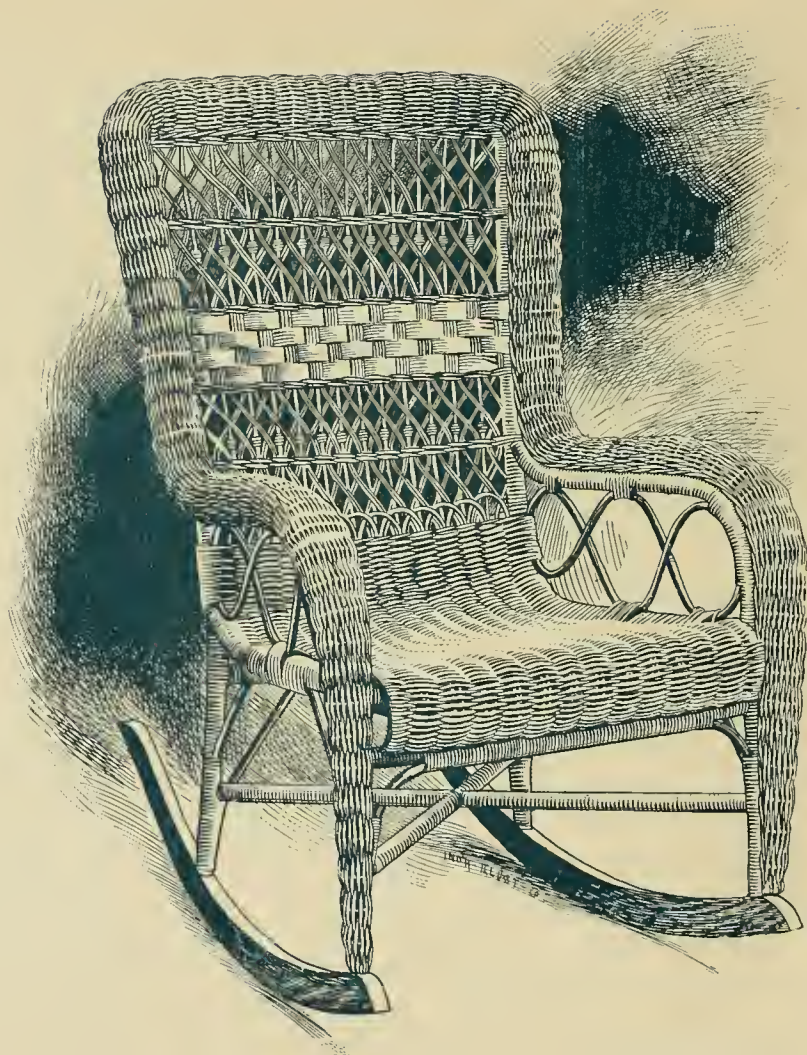
If you like to be lost in ease and lazy comfort you would certainly appreciate the luxury of this desirable Reed Rocker; in fact, it is almost a temptation to indolence.

Made of best selected Reed—shellac finish—with the new style colored reeds interwoven. Total height, 44 inches; height from seat to top of back, 30 inches; width across arms, 27 inches; depth of seat, 18 inches.

\$ **5.85**

“No. 00.” The same rocker, shellac finish, without colored Reeds. Same price.

COMPLETE CATALOGUE OF REED SOFAS, DIVANS, ROCKERS, RECEPTION AND ROMAN CHAIRS, SENT ON REQUEST.



What Will I Give for Christmas.

Is a Worrysome Problem that Presents Itself Regularly Every Year.



If you were selecting a present for yourself would it not be some useful article and not a mere ornament?

It is reasonable to assume that your friend has feelings akin to your own, and will deeply appreciate your thoughtfulness if your Christmas present combines utility and beauty.

It is with a view of suggesting some article in Fine Furniture that we send you our Christmas Catalogue at this seasonable time.

WE ASK YOU TO CONSIDER OUR GOODS.

FIRST From an artistic-high-quality standpoint, for there are no better goods made no difference how high the retail price.

SECOND From a financial or money saving basis; For we ship direct from factory, thus saving you the retail dealers profit.

THIRD In selecting you must consult the likes and dislikes of your friend as you know them;

For after all is said and done, the sweet and secret esteem of the recipient is the aim of the giver.

Reed Furniture Company,



Indianapolis, Ind.

Christmas orders should be sent in before December 10, if possible, in order to insure prompt shipment.



The Passing of the Middle Man.

Food for thought for thinking people, who buy because the quality and style suits them, not because the prices are high.



The last ten years have brought about marvelous changes in the business world. The whole tendency has been toward concentration, and the bringing closer together the producer and the consumer. The passing of the middle man is an acknowledged fact. The new order of things is here, and it has come to stay. This idea of selling "direct from factory to user" may not find favor with the old timer, nor with the man doing business on old time theories; but the saving of the middleman's profit means cheaper goods to the people; the greatest good to the greatest number. An appeal to the pocket book interests everyone. We think we have said enough to at least throw a side light on the business situation.

Our goods are just as accessible to you as if you bought them nearer home, for in our catalogue we tell you in simple straightforward language, the bedrock facts about the quality of each article; the exact cost of the goods in your home, (for we pay the freight) and more, we guarantee it to be the best obtainable anywhere at the price we quote, to be returned at our expense if it is not thoroughly satisfactory, and your money will be refunded immediately. Takes extraordinary quality to stand such a broad guarantee.

Place yourself in our position, would you make such an offer if the goods would not back it up? No financially responsible person would,

Nearly everyone has a hobby and if we have a hobby, it's to see how fine every article can be made. Our joinery, finish, upholstery, in fact every part is correct even in the smallest detail; made as conscientiously as if made for our own use; we do not have to skimp quality to make little prices.

It is a noticeable fact that our designs are rich in their simplicity; nothing tawdry nor uncouth to offend the artistic eye; designs that especially appeal to people who have the taste to appreciate art in furniture

In all of our upholstered Rockers, Chairs and Suits the quality of the coverings are in keeping with the frame. The cheap imitation Damasks and Brocates, although pleasing to the eye, we do not use. Our lowest priced goods is a fine grade of Domestic Silk Damask or Brocatelle, in fact they are so good that they are sold in many stores for imported grades. They are goods that will give long service, are very handsome and have harmoniously color-blended grounds and figures. Ground colors are in Blue, Brown, Golden Olive, Mahogany, Green, Ashes of Roses.

All the higher priced articles are covered with elegant grades of genuine tri-toned *Imported Silk Damask* in which the most beautiful weaving and color results are achieved. Ground colors in Cardinal, Green, Mahogany, Pea Green, Golden Brown, Golden Olive, Blue.

It is not often that you have the opportunity to buy so much or so good for so little money.

In fact we do not recall any instance where it was ever possible.

Economy is a great assistant to success.

You may pay more but you cannot get better goods.

Reed Furniture Co.,



"ONE PROFIT.
FACTORY TO USER."

Indianapolis, Ind.

Genuine Semi-Porcelain Dinner and Toilet Ware.

It is unnecessary to tell you about Semi-Porcelain Ware. Every lady knows that although the ware is light in weight, it is the best and most serviceable ware made. The decorations vieing in beauty with much of the fine French china. It is guaranteed to not craze and to be satisfactory in every way.

We have made arrangements with one of the very best potteries in the United States to make us these shapes and decorations, shipping you direct from pottery. We ask you to compare these prices with the usual retail prices for fine semi-porcelain 100 PIECE DINNER SETS.



- No. 773 Plain white, 100 piece dinner set... \$ 7.43
- No. 774 Your choice of blue, brown, green or maroon prints, floral designs 9.85
- No. 775 Blue, brown, green or maroon prints, gold line on edges..... 11.75
- No. 776 With gold stripe on edges and handles, no other decorations..... 12.20
- No. 777 With filled gold tracings on handles and embossed work..... 15.50
- No. 778 With gold handles, no other decoration..... 14.75
- No. 779 Blue, brown, green or maroon, with three color filled-in decorations, gold stripe on edge..... 13.45
- No. 780 Blue, brown, green or maroon, with three-color filled-in decorations, stippled nugget edge and handles..... 14.25
- No. 781 Blue, brown, green or maroon, with three-color filled-in decorations, gold traced embossed work, gilt edge... 16.50

Composition of 100 Piece Dinner Sets.

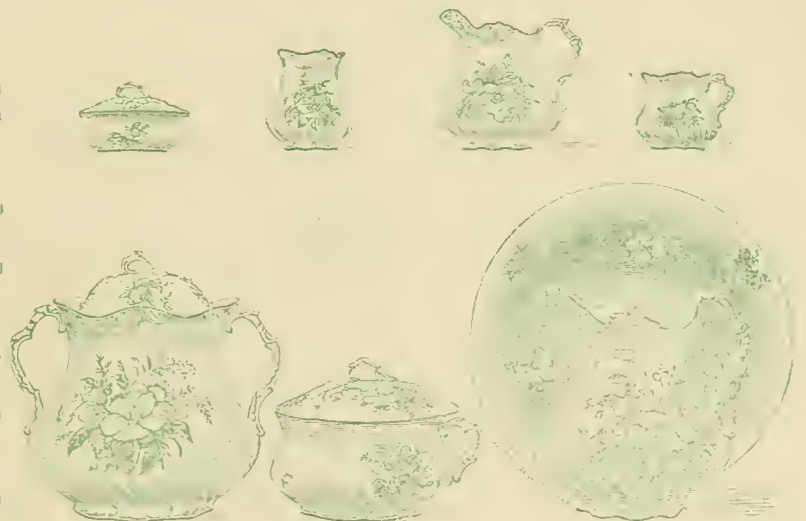
Pieces	Pieces
12 Plates, 7 in. soup..... 12	1 10 inch Meat Dish..... 1
12 Plates, 6 inch..... 12	1 12 inch " "..... 1
12 Plates, 7 inch..... 12	1 Baker, 7 inch..... 1
12 Fruit Saucers..... 12	1 Sugar..... 2
12 Handled Cups..... 12	1 Cream..... 1
12 Saucers..... 12	1 Bowl..... 1
12 Individual Butters..... 12	1 Pickle..... 1
2 Cover Dishes, 8 in. 4	1 Sauce Boat..... 1
1 Covered Butter..... 3	
	Total pieces.... 100

New Up-to-date Shapes.

Toilet Sets.

Twelve pieces consisting of Ewer, Basin, Covered Slop Jar, Covered Chamber, Covered Soap Dish with drainer, Jug, Brush vase and Mug.

- No. 782 In blue, brown, green or maroon prints..... \$5.70
- No. 783 In blue, brown, green or maroon prints, gold stripe on edges..... 6.50
- No. 784 In blue, brown, green or maroon prints, filled in colors, gold stripe on edges..... 8.75
- No. 785 Gold tracing on embossed work, gold edge..... 8.75
- No. 786 Blue, brown, green or maroon prints, filled in colors, gold tracing on embossed work, gold edge..... 9.80

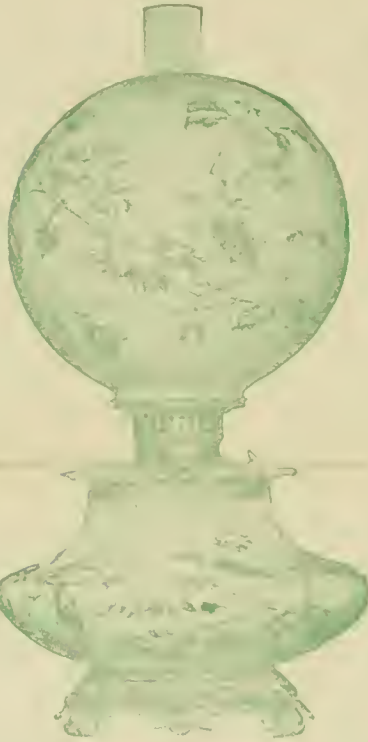


WE PAY THE FREIGHT TO ALL POINTS EAST OF THE MISSISSIPPI RIVER, AND TO ADJACENT WESTERN POINTS. CAREFULLY PACKED ONE SET IN A BARREL.

Sold
Exclusively by

Reed Furniture Company, Indianapolis, Indiana.

No. 789 Chrysanthemum Decoration on Nile green ground.	\$7.85
No. 790 Large Rose Decoration on pink ground.	\$7.85
No. 791 Anemone Decoration on teal & yellow ground.	\$7.85



No. 757 With gold plated metal work . . . \$8.75
No. 758 With Japanese bronze metal work \$8.75

✧✧✧✧✧✧

No. 792	With Japanese metal work	56.40
No. 793	With Japanese bronze metal work	56.40



No. 796 In blue tinted ground	\$3.85
No. 796 In pink tinted ground.....	\$3.85
No. 798 In canary tinted ground.....	\$3.85



No. 794 10 gold-plated metal work \$5.25
No. 795 10 Jap. bronze metal work \$5.25

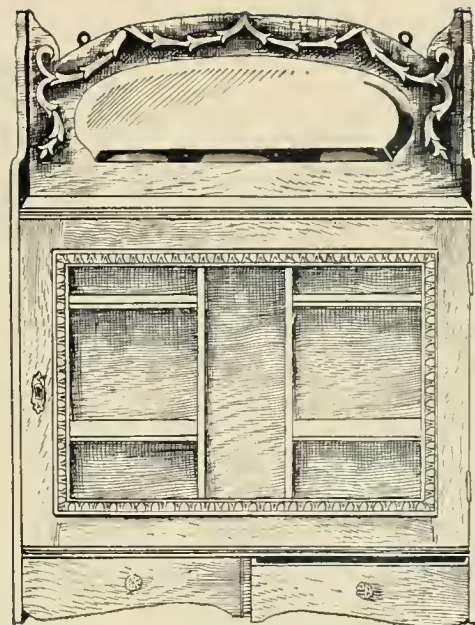


Indianapolis, Ind.



Medicine Cabinet No. S03.

Made of quartered oak; rubbed and polished antique, adjustable shelves, brass rod around top, ground glass in doors 10x14 inches. Size, 24 inches high 28 inches wide, 9 inches deep.....\$5.75



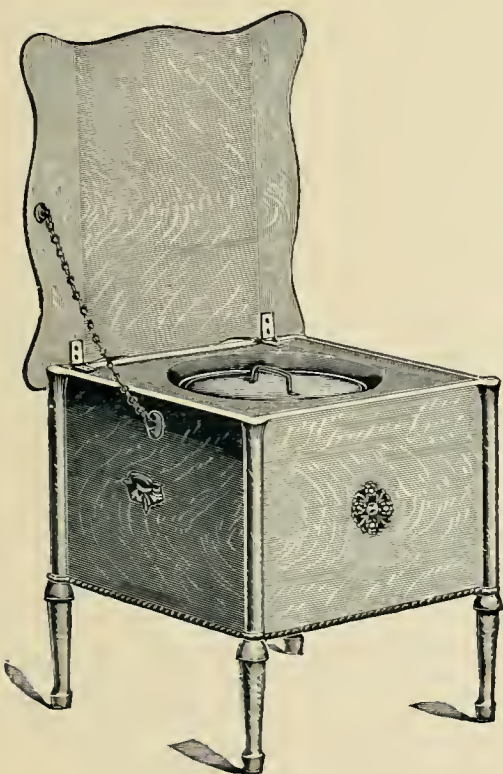
Medicine Cabinet No. S02.

Made of polished antique oak, 30 inches high, 23 inches wide, 7 inches deep. French beveled mirror 6x18 inches, ground glass in door, very neat carvings.....\$5.50

Reed Furniture Co.,

We pay the freight East of Mississippi River and to Adjacent Western points and allow one-third of freight to the Extreme West.

Indianapolis, Ind.

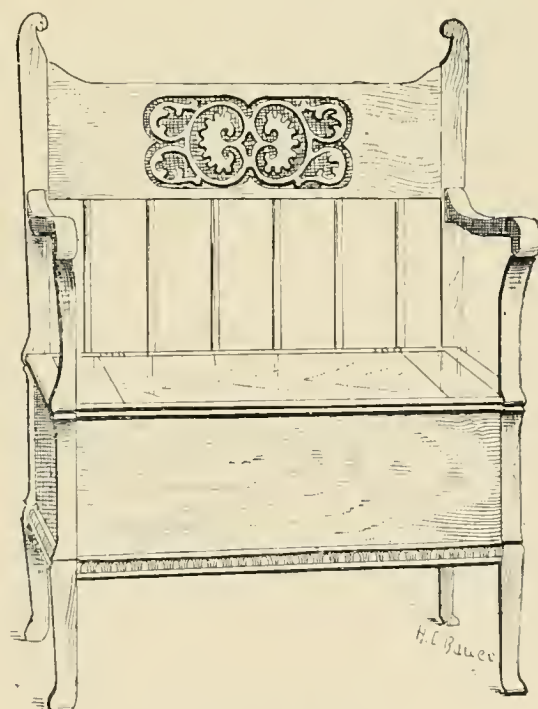


Commode No. S04.

A very elegant commode in highly polished antique quartered oak. Top 16x16 in., height 17 inches.....\$5.50



New Sanitary Porcelain,
Odorless, Agate Combinette
used in our Commodes.

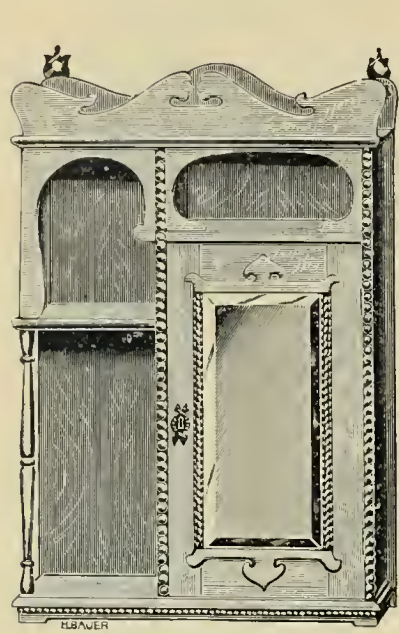


Commode No. S05.

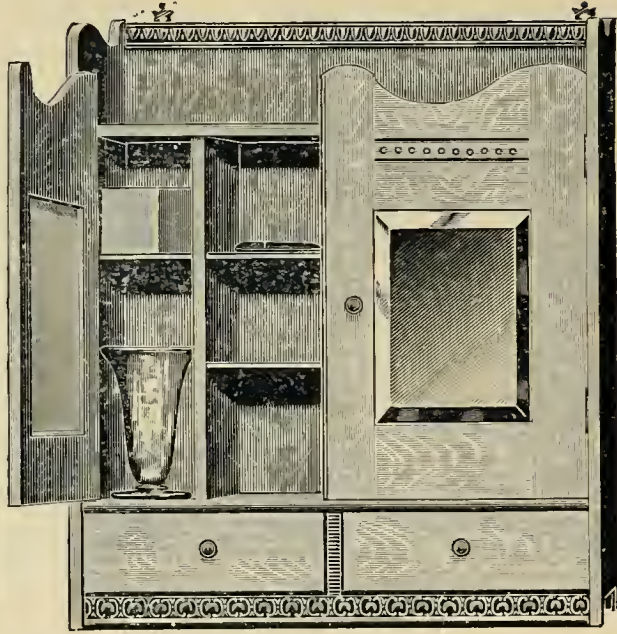
One of the handsomest commodes ever made. Solid oak, antique polish finish. Height 35 inches, width 25 inches, depth 17 inches.....\$7.50

No. S06 The same Commode in Mahogany finish \$7.50

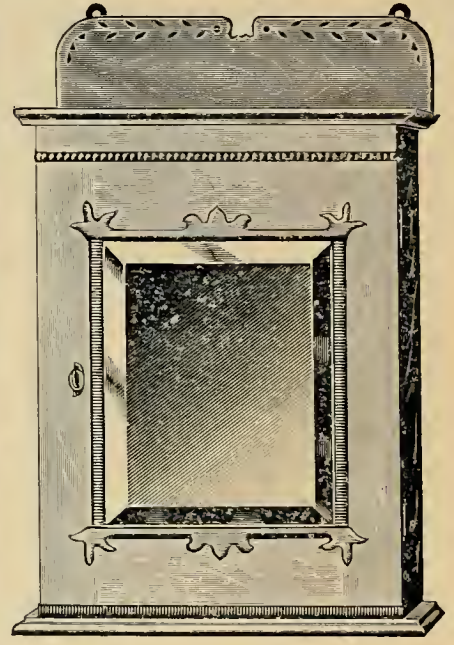
REED FURNITURE COMPANY, ❀ ❀ ❀ ❀ INDIANAPOLIS, IND.



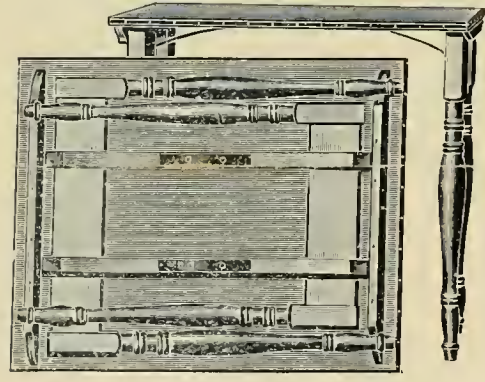
CABINET NO. 799.
 Antique oak, polished finish, 26 in. high, 18 in. wide, 8 in. deep. French beveled mirror 12x6 in.\$3.85



MEDICINE CABINET NO. 800.
 Solid quartered oak, rubbed and polished. 22 in. high, 19 in. wide, 7 in. deep. 2 drawers and double cabinet with two French beveled mirrors 6x8... \$4.50

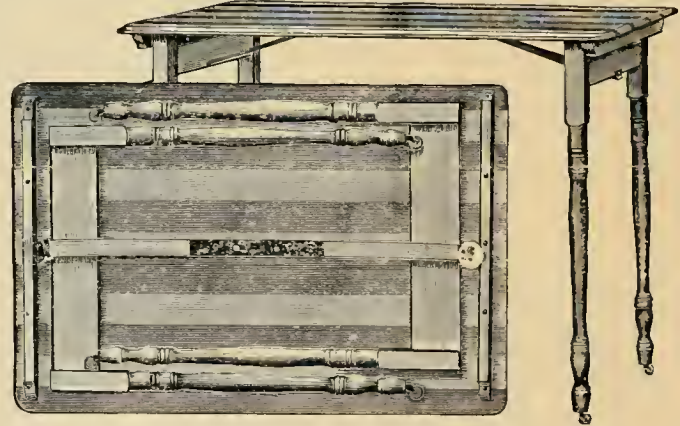


MEDICINE CABINET NO. 801.
 Polished antique oak, French beveled mirror 8x10 in. Height 21 in., width 14 in., depth 7 in..... \$2 75



Card and Party Table No. 807.
 Antique ash, with cloth top bound around edge with moulding, steel trimmings, double spring. Top 30x25 in., height 27 in... \$2.50
 No. 808 The same table with solid quartered oak top\$2.75

No. 810 Party or Picnic Table. Same style table as No. 809 but with antique ash top, 30x30 in., 27 in. high, \$2.25



FOLDING TABLE NO. 809.
 Antique ash with striped top, strong wood spring and steel trimming, yard measure on top, eastered. Top 24x36 inches, height 27 inches. \$1.90

WE PAY THE FREIGHT
 EAST OF MISSISSIPPI
 RIVER AND ADJACENT
 WESTERN POINTS.....

❀❀KITCHEN CABINET.❀❀

There is no other article in Furniture that appeals so forcibly to the housewife as a convenient Kitchen Cabinet, where almost every small article needed is at hand thus saving time, labor and hundreds of steps every day.

No. 811 The combination flour chest and table here illustrated is 48 in. (4 feet) long and 28 in. wide. Body is made of antique rock elm; top and sliding bread and meat boards of selected poplar, in which there is no distinct grain into which the soap alkali can eat. The swinging flour bins are two ply veneers, the inside being varnished maple in which the flour will not get damp. Large bins hold 60 pounds and two smaller bins 30 pounds each of flour or meal. These bins are almost self-balancing and when closed are dust and mouse proof..... \$6.50

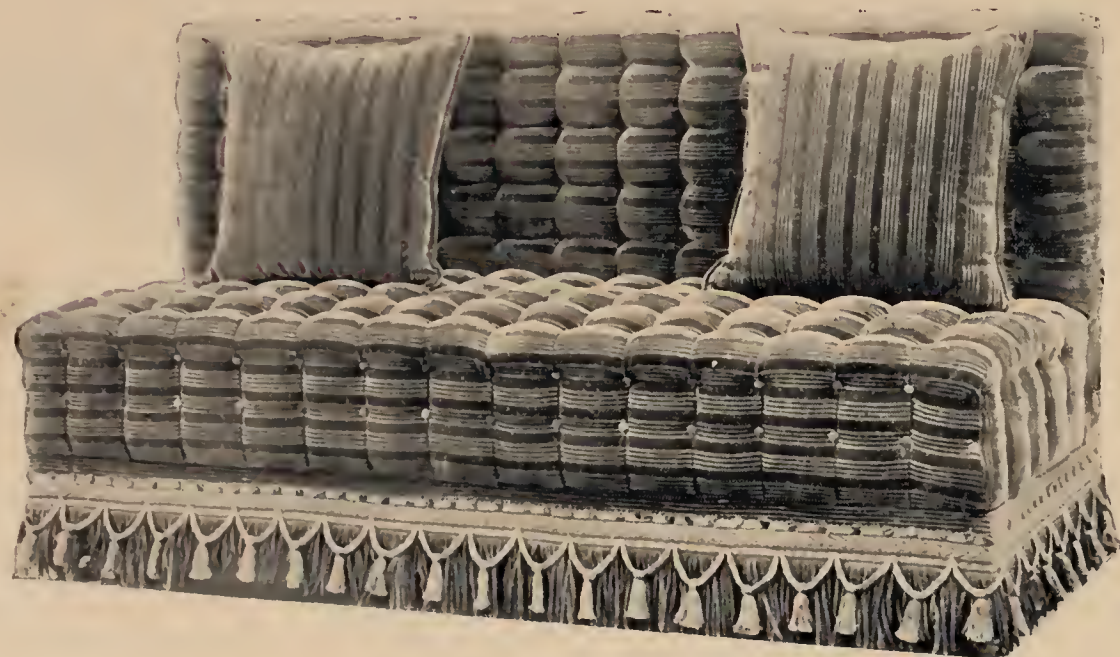
No. 812 The same table with cabinet top, containing five spice drawers, two small cupboards and two shelves ... \$9.50

No. 813 The same table with large china cupboard on top, with two paneled doors \$10.50



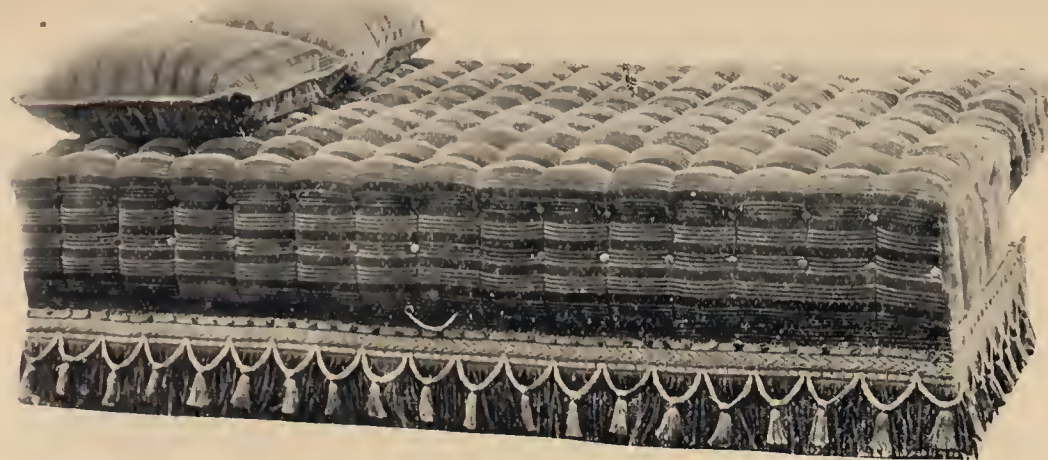
For those who desire to be in closest touch with honest comfort we wish to introduce our Newest Creation in Sofa-bed perfection.

"The President."



To all appearances it is a **Luxurious Turkish Sofa** rich and elegant in contour, with a distinctiveness and individuality all its own, not even giving a hint of its threefold usefulness. But outward appearances are often deceptive, yet this bit of agreeable deception is welcomed by those who have to solve the worrisome problem of extra sleeping room which is often encountered in almost every home.

By simply loosening a catch



The back is lowered to a level with the seat, and supported by automatic legs; making a perfect Upholstered Spring Mattress 50 inches wide by 76 inches long, vieing in quality and softness with our justly celebrated Bateman Turkish mattress which everybody knows is the highest perfection in rest-giving mattresses.

NOTE—We do not offer this sofa in price-competition with the usual grades of sofa beds of similar outward appearance. We can furnish them also at \$29.00, \$33.00 and \$37.00.

"The President" does not have an equal in quality, although our factory price for it is very little higher than the usual retail prices of ordinary kinds.

Six Advantages of The President Sofa-Bed-Wardrobe.

- a—Hygienic Detachable Cushions.
- b—Frame Portable and easy to handle
- c—Neutralized Aromatic Cedar-lined back and Wardrobe.
- d—Absolute Cleanliness and Luxurious Comfort
- e—The Highest Quality of Material and Workmanship.
- f—No Intricate Mechanism to get out of order.



No Quality-Argument Could be too Forceful. In its construction we have embodied every desirable feature demanded by the best trade, making it fine enough in quality and of such handsome design that it can be placed in the most stately position of the most formally furnished home.



The Frame is Portable. By removing one small bolt from each hinge the back can be removed from seat, making it possible for one person to take the sofa up a narrow stairway.



The Neutralized Aromatic Cedar Lining on back-frame is a new feature and unknown in any other sofa, making the entire sofa moth and vermin proof.



No. 404 In extra grades of Domestic Corduroy, Velour or Oxford Plush any color. **\$52.**

No. 405 In fine Imported Corduroy, or French Tapestry. **\$55.**

Also made without fringe at same price base being upholstered with goods same as the covering, laid in heavy plaits.

Down Pillow Size 24x24 covered in goods to match. Each extra **\$2.50.**



BENEATH THE SEAT—which is provided with self-raising springs and can be raised when the back is either up or down, is a **Roomy Wardrobe** 76 inches long, 26 inches wide and 7 inches deep, lined with neutralized aromatic cedar; making a most convenient receptacle for fine clothing and wraps, where they will not be rumpled nor creased and assuring absolute protection from moth.



The Detachable Cushions are a Meritorious Hygienic Feature. They are made with best curled hair tops laid on a layer of selected Southern moss, insuring the best upholstery construction for shapeliness, elasticity and cleanliness. The lower edges of cushions are provided with brass bound eyelets which securely fasten cushions to the frame by means of a small spiral device placed under seat and on outside back, so that cushions can be detached in one or two minutes and aired or laid in the sun; also giving free access to all parts of the springs and inside woodwork.

☞ "ONE PROFIT—FACTORY TO USER" ☞

Reed Furniture Company, Indianapolis, Indiana.

SEE OTHER SIDE.

REED FURNITURE CO.

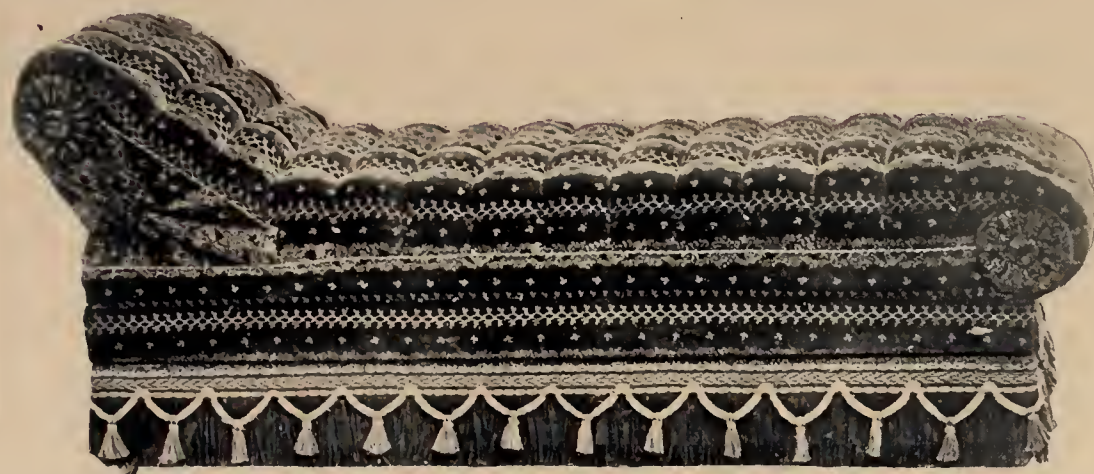
INDIANAPOLIS, IND.

THE TRIAD

A Luxurious Couch.

A Comfortable Bed.

A Roomy Wardrobe.



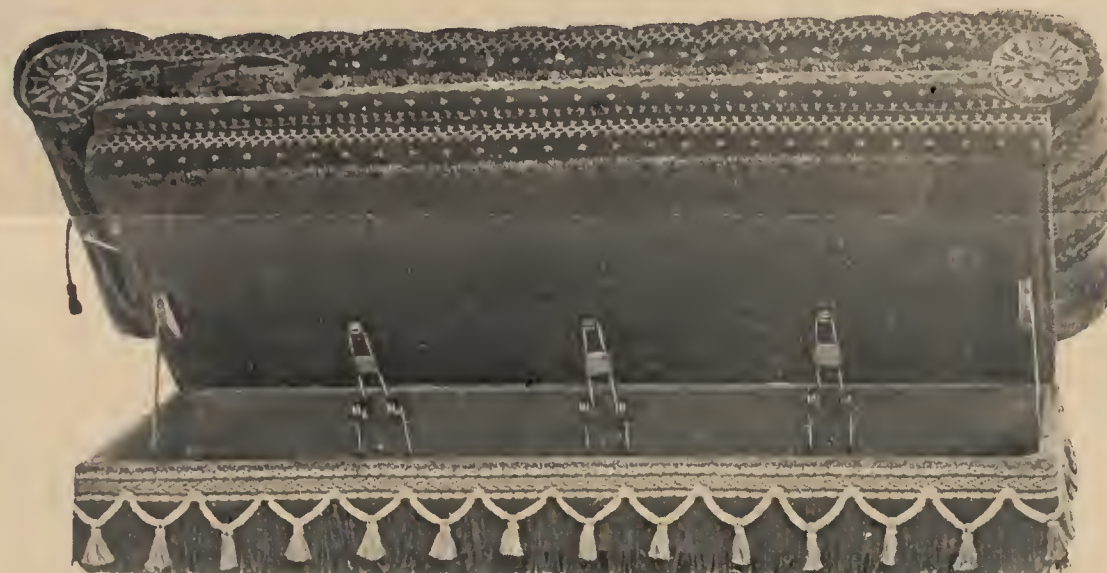
This illustration shows the couch when closed and the adjustable head which can be used in position shown or be lowered notch by notch to a level with the body of couch. Made with deep tufts long springs and spring edge.

Size 30 inches wide, 80 inches long.

THE HIDDENSECRET.

Showing wardrobe box open with
**SELF-RAISING
SPRINGS.**

Size of box 70 inches long, 27 inches wide, 6 inches deep, a most convenient receptacle for coats or cloaks where they will not get wrinkled nor crushed. Each box has a secret lock.



UNSEEN COMFORT.

As an extra large comfortable bed it is made with woven wire spring supported by spiral springs, insuring a soft center, with a soft

REMOVABLE

All Cotton Mattress, which can be easily taken off and aired. Size of bed 6 ft. 8 in. long, 4 ft. 10 in. wide.



THE TRIAD is made to meet the demands of the most exacting trade, people who intelligently appreciate high quality and rich design. For **CONVENIENCE** it is dissimilar to any other combination couch, as it is a genuine rest giving couch with adjustable head; a roomy wardrobe with self raising springs, automatic supports and secret lock; and an extra large comfortable bed with removable, hygienic cotton mattress and spiral supported woven wire spring. Compact—as it only occupies 30x80 inches of floor space, when closed.

No. 406 In extra Corduroy, Velour or Oxford Plush \$31.00.

No. 407 The same couch in imported Corduroy, or French Tapestry \$33.00.

Also made in Pantasote (imitation leather) \$39.00. Genuine leather \$48.00.

Freight Prepaid East of Mississippi River. Western Points Equalized.

(SEE OTHER SIDE.)

Three New and Ambitious Creations In

COUCH AND SOFA-BEDS

“THE PRESIDENT”
“THE BACHELOR”
“THE TRIAD”

Conceded to be the Conspicuously Successful Line of the Season. For Convenience, Richness of Design and Meritorious Hygienic Features they will Recommend Themselves to Those who Want Only the Best.

REED FURNITURE COMPANY,

High Grade Furniture at “One Profit—Factory to User”

INDIANAPOLIS, INDIANA.

WE GUARANTEE Every article to be exactly as represented, of strictly first-class workmanship and honest material throughout, with the privilege of returning at our expense any article that, in your judgement, is not the best obtainable anywhere at the price we quote.

OUR REFERENCES—R. G. DUN & CO. OR BRADSTREET'S MERCANTILE AGENCIES, OR ANY OF OUR CUSTOMERS.

THE BACHELOR.



One of our newest creations in couches with a dual-use. The head is adjustable to any position desired.

Mouldings and carved legs finished imitation mahogany, long steel springs, full spring edge and finest upholstery throughout.

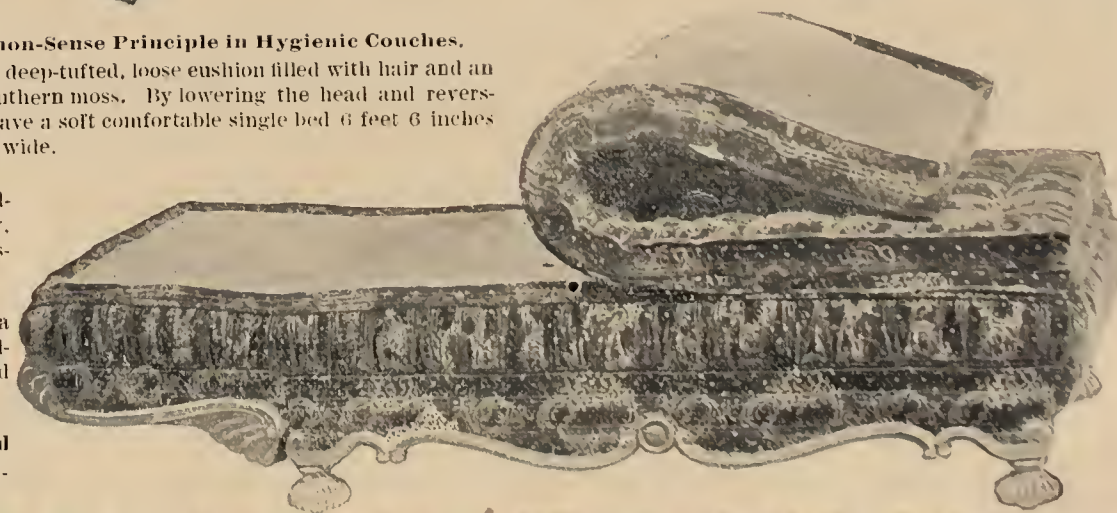
A New Common-Sense Principle in Hygienic Couches.

Made with a soft, deep-tufted, loose cushion filled with hair and an underfilling of Southern moss. By lowering the head and reversing cushion you have a soft comfortable single bed 6 feet 6 inches long by 32 inches wide.

No. 408 In handsome Corduroy, Velours, or Tapestry \$27.00.

No. 409 In extra fine Corduroy, Velours, or Oxford Plush \$29.00.

Freight Prepaid East of Mississippi River.



There Are Many Ways of Doing Business.

Some of them succeed and others do not.

The best business methods are the ones that succeed——

We mean, succeed "permanently," for temporary "success" may often be obtained by doing wrong.

A very poor salesman can sell goods to people who know what they want and are anxious to buy.

A good salesman can sell goods to people who hardly need them.

But *no* salesman can sell to people *who do not want* the goods and know it.

WE HAVE FURNITURE TO SELL.

Sometimes a man will give up his money without getting anything for it.

That's rare; It isn't safe to bank on it.

We tell you that our furniture is the best obtainable anywhere at the price we quote.

BUT THAT'S ONLY OUR WORD FOR IT.

Confidence is a great assistant to success. Our old customers continue to deal with us;

Not likely it is from either sentiment or friendship——

It's because it is to the interest of their pocket books——

Because they get more and better for their money than they can get elsewhere.

That's common-sense, that's cold business.

A dollar spent without getting an honest return for it looks big;

But \$25 spent for goods that are satisfactory in every way, is never regretted.

Many people appear to think that the quality of all furniture is alike.

A TALLOW CANDLE AND AN ELECTRIC ARC BOTH GIVE LIGHT.

But their difference is in the quality of the light.

There is good furniture and poorly made furniture. The latter we do not have.

BECAUSE WE GUARANTEE EVERY ARTICLE WE SELL to be the best obtainable anywhere at the price we quote; to be returned at our expense if for any cause it is not thoroughly satisfactory, and your money will be refunded immediately.

Takes extraordinary quality to stand such a broad guarantee.

We could not afford to run this risk if our goods were not everything we claim for them in quality and lower priced than you can get elsewhere.

PLACE YOURSELF IN OUR POSITION; Would you make such an offer if the quality and price of the goods would not back it up? No responsible person would.

A WORD TO THE WISE IS NOT SUFFICIENT. There are too many "humbugs" on the market; the wiser the people are the more words needed.

If you want to know about us inquire of The Merchants' National Bank, of this city, or Dun's or Bradstreet's, or any of our customers.

IF YOU HAVE ANY DOUBTS OF OUR ABILITY to furnish you the high quality goods that we promise at such low prices, send your order to us and the money to The Merchants' National Bank of this city, write instructions to the bank to pay us the money within five days after you receive the goods, and that you will notify them as soon as the goods are received.

Then if for any cause, you are not satisfied with your purchase, return the goods to us, and the bank will refund your money.

ISN'T THIS THE MOST LIBERAL OFFER YOU EVER RECEIVED?

If there are any chances to be taken we don't want our customers to take them; we'll do it.

IF YOU ARE IN THE MARKET FOR FURNITURE You want our furniture:

a:—*Because* the quality and styles are the best.

b:—*Because* the prices are lower than you can get elsewhere.

c:—*Because* we ship you new fresh goods "direct from the factory."

d:—*Because* you save both the jobbers' and retail dealers' profits.

e:—*Because* you know the exact cost of the goods in your home, no guess work about it, for we pay the freight east of the Mississippi and adjacent Western points and allow one-third of the freight to the extreme west.

f:—*Finally* and most important.

BECAUSE WE SAVE YOU MONEY.

We mean just what we say, and will do exactly as we promise.

If you desire any other information or illustrations of other goods we will cheerfully comply with your request, for——

WE ARE IN BUSINESS TO ACCOMMODATE YOU.

We assure you we will appreciate your kindness when you are acknowledging receipt of catalogue, if you will express your opinion of our goods, and——

May we not be favored with your order by return mail?

